

CSR – Deployment Guide

Step 1: Write down a proposed CSR strategy or purpose statement

This is where you bring together your community and ask what's important. It's an excellent time to look through the frameworks mentioned above from the United Nations, the EU, the ISO 2600, or countless other online resources to help you decide what's most important to your organization, your community and your stakeholders.

It should align with your company mission and values, and pull focus to what's important to you, whether it's environmental, ethical, economical or philanthropic initiatives.

Step 2: Review any existing CSR activities

It's likely you've practiced some form of corporate giving in the past, whether it's offering employees paid volunteer days, participating in a company-wide Giving-Tuesday or offering a donation match for philanthropic initiatives. This could also include small, random acts of goodness you see across your team, such as recycling initiatives or small bake sales for a favorite charity in the community. Nothing is too small to consider and include.

Create a list of what you currently do, and solicit feedback from your team. What promotes engagement? What does your team and company care about?

Decide what works, and what doesn't. What provides impact? What doesn't?

Step 3: Finalize your CSR strategy with your team and stakeholders

You've done your research and defined what's important to your organization in driving social impact. Now, it's time to formalize your plan and present it to your team. This includes stakeholders such as a board of directors, the organizational management team and relevant members of your organization and community.

By including your stakeholders from the onset, you'll enjoy early adoption and excitement over the CSR initiatives.

Step 4: Launch your CSR program

Now it's time for the fun part! This is also the most important step—when you get to the business of actually *doing something*. Whether your CSR is small or big, this is where you take those first steps. Remember: it doesn't have to be perfect.

A few considerations for managing your program successfully:

1. If you are funding various projects, consider corporate giving management software to help you manage your opportunities effectively. With software like Good Grants, you can free up your time and money to focus on making your corporate giving the best it can be.

2. Communicate often with your team, shareholders and community on your CSR initiatives. Use social media, newsletters and your website to share your goals, any program updates, and any opportunities for people to get involved.
3. Share your CSR successes. Use the power of storytelling to connect with your community. Dig into the data. Share the compelling stories, details and results to drive engagement and increase impact.
4. Involve your employees. “Empower employees to take ownership of the program. Create a CSR committee or sub-committees based on different causes that employees can engage in,” said Heggeland. “Empowering employees to have a say in the nonprofit partners and engagements will increase event participation, employee giving and advocacy.

Step 5: Measure your CSR performance

Like any new initiative, it’s important to set up measurable goals for your program so you can evaluate the positive impact along the way. Your stakeholders will want to see any outcomes, and it’s important to provide regular insights and data into the CSR program’s performance. From community investments to business innovations and social impact, it can be challenging to determine what you want to measure, and how. And this mostly depends on your own CSR goals and initiatives. But there are frameworks that can guide you, including [the B4SI framework](#) which works to help companies understand the impact their contributions make to business and society.

Look at what’s measurable in your CSR program. This could be the amount of funding you provide, employee engagement and participation and even your bottom line, including revenues and profits.

In some countries, it’s mandatory for corporations to publish CSR reports annually. The release of an online CSR report is both great for marketing and public relations and for providing accountability to your stakeholders.

	➔ INPUTS	➔ OUTPUTS	📈 IMPACTS
Community Investment Route <i>Donations to, and partnerships with community organisations</i>	How, Why, What, Where	Social Output Business Output Leverage	Social Impact Business Impact
Business Innovation for Social Impact Route <i>Developing or adapting core business activities for defined social impact</i>	Financial Investment Additional Resources	Social Output Business Output Leverage	Social Impact Commercial Return
Procurement for Social Impact Route <i>Diverting procurement spend to suppliers that aim to have a social impact</i>	Spend, Time, In-kind, Management Costs	Social Output Business Output Leverage	Social Impact Organisational (supplier) impact Business Impact

Step 6: Iterate and improve to continuously drive impact

Your program won't be perfect out the gate. You'll have learnings along the way. To drive continuous improvement for your CSR initiatives, solicit feedback from internal and external stakeholders. Create surveys and ask for feedback. It will only help your program in the long run.