



what if

CHANGING THE CULTURE OF GIVING



"Over the last 20 years, #CSR
has not proven all that effective
& certainly not enough to make
#socialchange."

~ @svpcharlotte Twitter account

evolution of csr

human resources

csr started as a function of human resources in companies as a way to:

- engage employees
- offer a perception of company commitment to the community

marketing

CSR evolved into a function of marketing, where it sits in most companies today. This move allowed companies to use CSR to:

- provide grassroots customer engagement
- increase brand visibility
- drive sales

give deep

giving deep is a new giving concept that combines the best of emerging principles in philanthropy and business. giving deep encourages business leaders, fundraising professionals, government officials, philanthropists and non-profit leaders to think strategically about how their goals can be combined to meet community needs and business goals.

give deep

- connects csr to organizational business goals.
- makes csr more than a brand campaign.
- designs programs that are mutually beneficial.
- creates funding models that give deep, not wide.

benefits give deep

the give deep model is:

- a part of the c-suite.
- strategic & sustainable.
- aligns with business goals & community needs.
- aligns to the brand & designed to help build the brand promise.
- requires long-term investment, doesn't end after 1 or 3 years.
- consistent in the community with a developed plan.
- focuses on partnership community partners.

give deep process

- analyze business goals
- analyze community need
- develop a program

give deep asks:

- where do business/organizational goals intersect?
- who are the key players?
- how will this be funded?
- is there a sustainable funding model opportunity?
- what are the barriers?
- what is the recommended investment?

benefits of give deep for non-profits:

- positions non-profit as a business partner who can help corporation meet business goals
- provides long-term funding to have greater impact in core service area

benefits of give deep for corporations:

- positions company as true community advocate and partner
- serves business interests
- build brand loyalty
- offers a quantifiable return on investment

benefits of give deep for community:

- solves community problem
- demonstrates principle of together we accomplish more
- strengthens community through partnership



case study

what if ...

... a large healthcare system plagued with high emergency room costs in the inner-city and high poverty areas partnered with community non-profits working to decrease health disparities by providing access to fresh foods and vegetables, and a local school system looking to increase academic outcomes?

how could this partnership create a healthier, more educated community?



related content

read more:

- <http://tiny.cc/Deepntwide>
- <http://tiny.cc/csrbrand>
- <http://tiny.cc/bglobecsr>

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