

Based on our experience, here are a few recommendations for building a successful CSR program for your organization.

Designing Your Program



Give employees the opportunity to decide what type of philanthropist they want to be. Avoid presenting employees with a specific company goal based on their compensation.



Don't require employees to disclose if they chose volunteering or financial giving when you ask what they have done. You don't need to get into the weeds about what they commit to. Just encourage them to take and live their commitment.



Allow employees to support any cause of their choosing even if your company has a signature issue area. A breadth of cause options will increase participation.



If you have limited time and resources to plan giving and volunteer activities, develop opportunities that align with your company's social impact focus areas.



Leverage impact leaders and employee resource groups to engage employees and execute opportunities at scale.



Build locally relevant opportunities for all employees regardless of location, and make sure you have support from impact leaders in each office or region.



Consider creating monthly or quarterly themes with associated giving and volunteer opportunities. You could align themes to company social impact focus areas, the UN Sustainable Development Goals, or monthly awareness days and months.



Plan giving and volunteer campaigns to respond to world events, disasters, and crises so that people can make a difference in moments of need.