

A large decorative graphic on the left side of the slide, consisting of several overlapping chevrons pointing right. The colors include dark blue, light blue, green, and grey. The chevrons are layered, with some appearing in front of others, creating a sense of depth and movement.

Telling Your CSR Story

July 30, 2020

12:00 – 1:00 p.m.



Introductions



Lora Ledermann
Founder and Creative Director of Scream Agency



Laura Love
*Founder & Chief Cultural Officer
GroundFloor Media*

AGENDA

- Introductions
- CSR Storytelling Overview
- Developing a Storytelling Program
- Breakout Groups
- Feedback
- Toolkit/Resources
- Q&A





CSR Storytelling

The benefits of CSR are plentiful. While a CSR program has a positive influence on the people, groups, or communities that are directly affected by the actions, it's also becoming abundantly clear that CSR is a strong marketing and branding play.



Amazon's COVID-19 ad campaign focuses on regular workers, like Oscar



What Makes a Good Story?

A good story is about something the audience decides is interesting or important. A great story often does both by using storytelling to make important news interesting. ~ American Press Institute

- The public is exceptionally diverse. Though people may share certain characteristics or beliefs, they have an untold variety of concerns and interests.
- Anything can be news. But not everything is newsworthy!
- Ask what makes your story unique or what problem are you solving in today's climate. How does it stand out?
- A good story does more than inform or amplify. It adds value to the topic.



Adding a Lens for Current Events

FOOD BANK OF THE ROCKIES
Fighting Hunger & Feeding Hope since 1978

Get Help Give Get Involved

Racism has no place in our world.

JANIE GIANOTSOS / JUNE 4, 2020 / FACES OF HUNGER, FROM OUR PRESIDENT AND CEO, NEWSY

Dear Friends,

These are incredibly difficult times with immense challenges impacting individuals, families, communities, and our entire country. Amidst the backdrop of an already devastating pandemic that continues to unfold across our nation and the world, we were shocked and saddened to witness the killing of George Floyd in Minneapolis, a tragedy preceded by too many other senseless killings of innocent Black Americans.

These injustices, followed by those across the country, have left many of us touching a deep yearning to join the fight against racism, violence, and discrimination.

<https://www.benjerry.com>

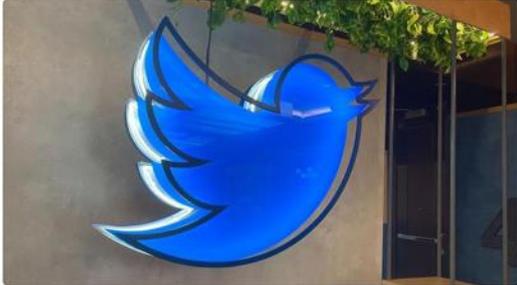
Why Black Lives Matter

Systemic racism is the most defining civil rights and social justice issue of our time. We ask you to join us in not being complicit in the face of this injustice. (41 kB)



TechCrunch

Twitter says staff can continue working from home permanently – Earlier today, Jack Dorsey sent an email to Twitter staff, notifying employees they will be able to continue working from home as long as they see fit. Twitter was an early adopter of a work-from-home model, though the rest of the world – that push has [hell... (50 kB)



Mark Richardson
@slavetothehat

I work for the Canadian federal government and they sent out an email with work at home guiding principles. It's amazing to work for a place that speaks like this.

Working Remotely – COVID-19 Principles

1. You are not “working from home”, you are “at your home, during a crisis, trying to work”.
2. Your personal physical, mental, and emotional health is far more important than anything else right now.
3. You should not try to compensate for lost productivity by working longer hours.
4. You will be kind to yourself and not judge how you are coping based on how you see others coping.
5. You will be kind to others and not judge how they are coping based on how you are coping.
6. Your team’s success will not be measured the same way it was when things were normal.

Your CSR Storytelling Program

Strategy, Goals, Stakeholders, Channels and Measurement





Setting Goals: Using The Four Rs



RELATIONSHIPS



REVENUE



REPUTATION



RECRUITMENT

Foundational Elements





Audiences

Define your key stakeholders – Employees, board members, volunteers, partners, consumers, legislators, etc.

- Why should your audience listen (or care)?
- How will it benefit your audience?
- Do you have facts and data points that are relevant?
- Do you have a spokesperson/expert available?
- How/where/what channels does the audience consume information?



Measuring Your Storytelling Impact

 the
**GET GROUNDED
Foundation**

\$196,000
THROUGH 45 MICRO-GRANTS
(since 2015)

The mission of GFI is to educate students and community leaders on innovative approaches to international development and empower awareness, collaboration, conversations and personal growth.



- 47** immersion trips
- 4,000+** scholars and community leaders engaged in Colorado
- 92%** of high school students received scholarships
- 135** scholars went to East Africa with GFI
- 200+** Ugandans employed
- 125** community leaders went to East Africa with GFI
- 27** research internships in Uganda

GET GROUNDED VOLUNTEER PROGRAM

The Get Grounded Volunteer Program, founded in 2007, recognizes team members who volunteer time by providing them with up to four hours per month of paid time off for time they spend helping nonprofits, schools or other 501(c)(3) organizations. In addition, GFM also matches all volunteer hours by donating \$10 per hour, up to \$400 per calendar year, to the charities for which team members volunteer their time.

\$26,825 MATCHED FOR TEAM VOLUNTEER HOURS <i>(since inception)</i>	35 AVERAGE YEARLY VOLUNTEER HOURS PER PERSON	2,909 VOLUNTEER HOURS, OR MORE THAN ONE YEAR OF DONATED TIME FOR A FULL-TIME EMPLOYEE <i>(since inception)</i>
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Impacting Lives
MAKING A DIFFERENCE AROUND THE STATE

In addition to financial donations and volunteer time, COGA members made a tangible impact in local communities by providing specific services and resources to underserved populations throughout the state.

\$1,500,000+
Total dollar value of in-kind contributions donated to Colorado-based charitable organizations in 2018

250,000+ meals prepared and packaged

5,000+ toys donated

5,000+ hygiene kits packaged and provided to the homeless

2,500+ backpacks packed and donated

200 bikes built and donated

COGA members volunteered hundreds of hours to help build houses with Habitat for Humanity for Colorado families in need



Telling Your CSR Story

Leverage stakeholders to create and establish your storyline





Bringing Your Story to Life



In the News: Helping Families in Need During COVID-19

In an opinion piece, Heidi Baskfield, Vice President of Population Health and Advocacy, shares how Children's Colorado is helping vulnerable families to meet basic needs during this time of crisis. [Read the article in *The Colorado Sun*.](#)



DENVER VIRTUAL PRIDE PARADE

June 21, 2020
Online

[LEARN MORE](#)

Help send letters of thanks

The Starbucks Foundation has partnered with Operation Gratitude to help send more than 100,000 care packages and letters to COVID-19 front-line responders.

[Join us](#)





Examples of Storytelling



HSS | COMMUNICATIONS SUPPORT DURING THE COVID-19 PANDEMIC



Tennison Center for Children

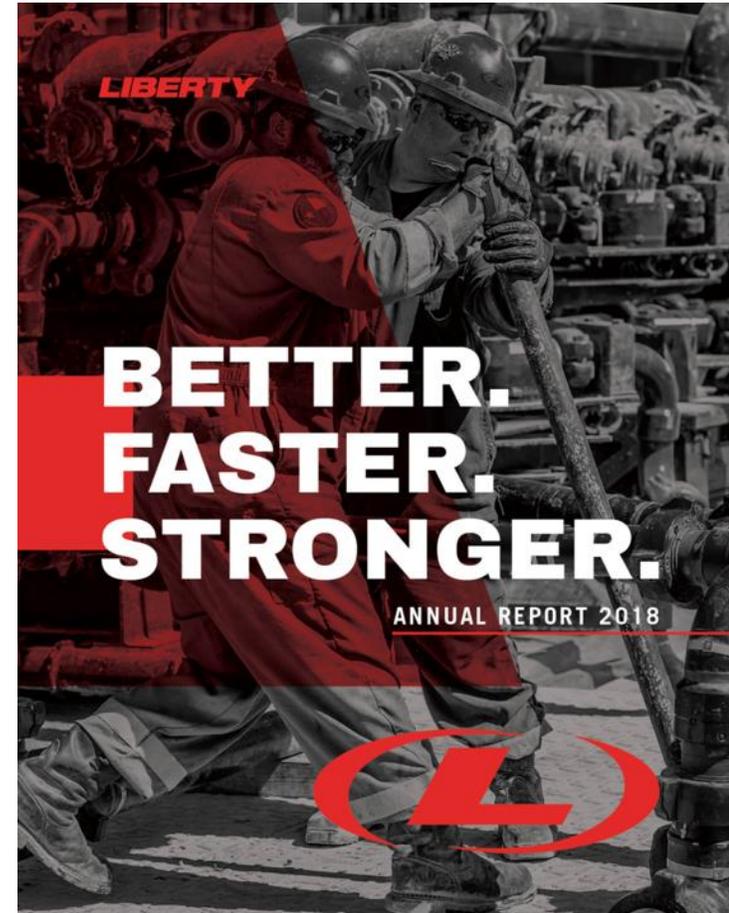
April 25 · 🌐

Tomorrow's the day, folks! Hold on to your boots, because @Lindsay Ell might just rock them off during #QandBrewTCC. This virtual concert goes live tomorrow, April 26 at 7 p.m. MDT, and will feature one of country music's top stars.

Here's the best part — your in-concert donations and auction bids will benefit Tennison's mission and programs. During COVID-19 and Child Abuse Prevention Month, supporting vulnerable kids and families is more important than ever. bit.ly/qandbre... See More



SEE LINDSAY ELL LIVE AT THE Q&BREW VIRTUAL CONCERT





Examples of Storytelling

just-style Apparel Sourcing Strategy

NEWS & COMMENT | IN-DEPTH FEATURES | REGIONS | COMPANIES | SECTORS | RE-SOURCE | RESEARCH | NEWS

just-style home > News & insights > News

Entirely sustainable shoe made from recycled wine corks

By Hannah Abdulla | 27 February 2019 Font size + - Email Print

Canadian footwear manufacturer Sole has announced a collaboration with apparel company United By Blue on the production of a shoe made using only sustainable materials which it promises will not compromise on quality, comfort or durability.



The SOLE x UBB Jasper Wool Eco Chukka uses Sole's Recork recycled cork midsole and UBB's Bisonshield insulation.



NEW BELGIUM

BAR & RESTAURANT RELIEF FUND

\$217,757 of \$225,000

The New Belgium Bar & Restaurant Relief Fund supports food and beverage community hometowns of Fort Collins, Colorado and Asheville, North Carolina, who are in need of assistance due to the COVID-19 economic situation.

We all help out where we can in times of crisis. New Belgium is humbled to have the opportunity to lead this fund with a \$50,000 donation and a commitment to match donations up to an \$80,000.

We invite individuals and businesses, who are able, to donate to the fund and help aid thousands of individuals and families in the food and beverage industry that need financial help now. Grants in the amount of \$300 per individual will be distributed to help as many applicants as possible, and you can choose which hometown your donation bene...

New Belgium Brewing
April 7 at 10:25 PM

When our friend Todd Leopold from Leopold Bros. reached out with a special project in mind, we knew we wanted to be involved. A few weeks ago, we donated hundreds of barrels of high ABV beer to create hand sanitizer with their lab-grade equipment. This week, they have produced their first batch of hand sanitizer to send to professionals working tirelessly on the front lines. This was an amazing opportunity for Colorado companies to come together in support of our local community... See more



LEOPOLD BROS.
BREWERS & DISTILLERS OF BEER
FORT COLLINS, COLORADO

ANTISEPTIC HAND SANITIZER

18 Comments 24 Shares

Storytelling | Breakout groups



7/30/2020



Preparing for Your Story

- What is the “headline” you envision for your story?
- What are three key messages or main takeaways to share?
- What are your “proof points” for solving a problem? (data, research, case study)
- How can you bring it to life through a human angle to help audiences better understand your organization’s value/impact?

Breakout Groups

Introduce yourself to the group and share!

QUESTIONS:

1. Share one successful storytelling example that you've done or one you've seen that stuck with you.
2. How could (or should) your brand change your messaging due to current events?
3. What new storytelling channels could (or should) you use?
4. How are you engaging partners to help tell your CSR story?
5. What has been keeping you up at night regarding storytelling during these times and how can the group help?

Report key findings when we come back at 12:55 p.m.!





Group Feedback

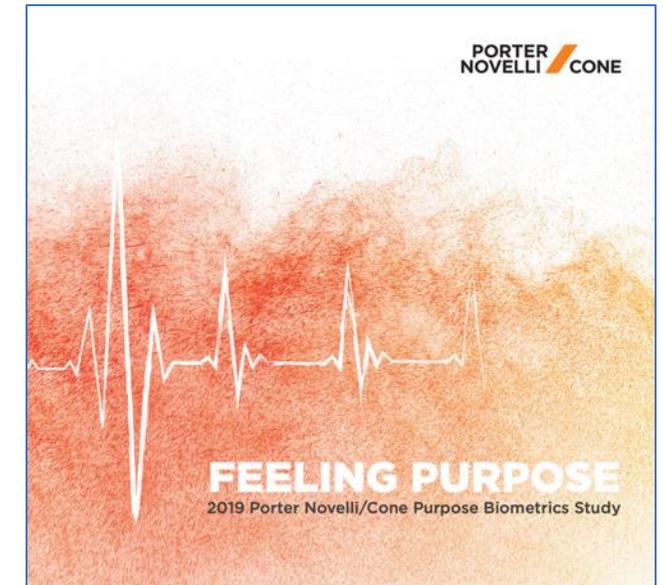


Final Tips

- Authenticity counts – so make sure your business practices align with your values and avoid greenwashing
- The most popular causes are those that are in the headlines
- Take a big picture view of CSR, and make sure your stakeholders know it (communicate often and don't forget internal audiences!)
- Don't just talk about your CSR efforts — MEASURE! Show your results and keep improving. **(TIP: Determine measurements before your program begins and track throughout; then adjust programs as needed)**

Toolkit/Resources

- Porter Novelli [Virtual Purpose Summit](#) & COVID-19 Tracker [Study](#)
- Edelman Brand Trust and the Coronavirus: [2020 Edelman Trust Study](#)
- Points of Light
- PRSA and CSR, <https://www.prsa-ncc.org/corporate-social-responsibility-communications-framework-pr-practitioners>
- Bcorporation.net (B Daily/Bthechange Media newsletter)
- SparkTheChangeColorado.org
- Good Magazine
- The CSR Group
- TriplePundit.com
- 3BL Media



**SCREAM
AGENCY**
BE SEEN · BE HEARD · BE GOOD



GROUND FLOOR MEDIA
EST. 2001



CENTER TABLE
POWERED BY GROUND FLOOR MEDIA

Thank You!