



MOVING SOCIAL COMMITMENTS FORWARD

RICH MAIORE—ROCKET SOCIAL IMPACT



THE CSR LANDSCAPE IS CROWDED

An average of **48** corporate CSR efforts announcements **each day** *

More than 80% of Fortune 500 companies have a branded CSR program *

Employees received an average **120** internal emails a day *



IT'S CYNICAL

- Greater scrutiny of companies and nonprofit organizations
- Consumers & employees have greater ability and channels to share their voice





IT'S CHANGING

- Decentralized sources of information
- Peer to Peer
- More Influencers; Fewer Reporters

DON'T DESPAIR

You can increase awareness and action among your key stakeholders

It doesn't require having the biggest brand or budget

It does require adapting to this new reality



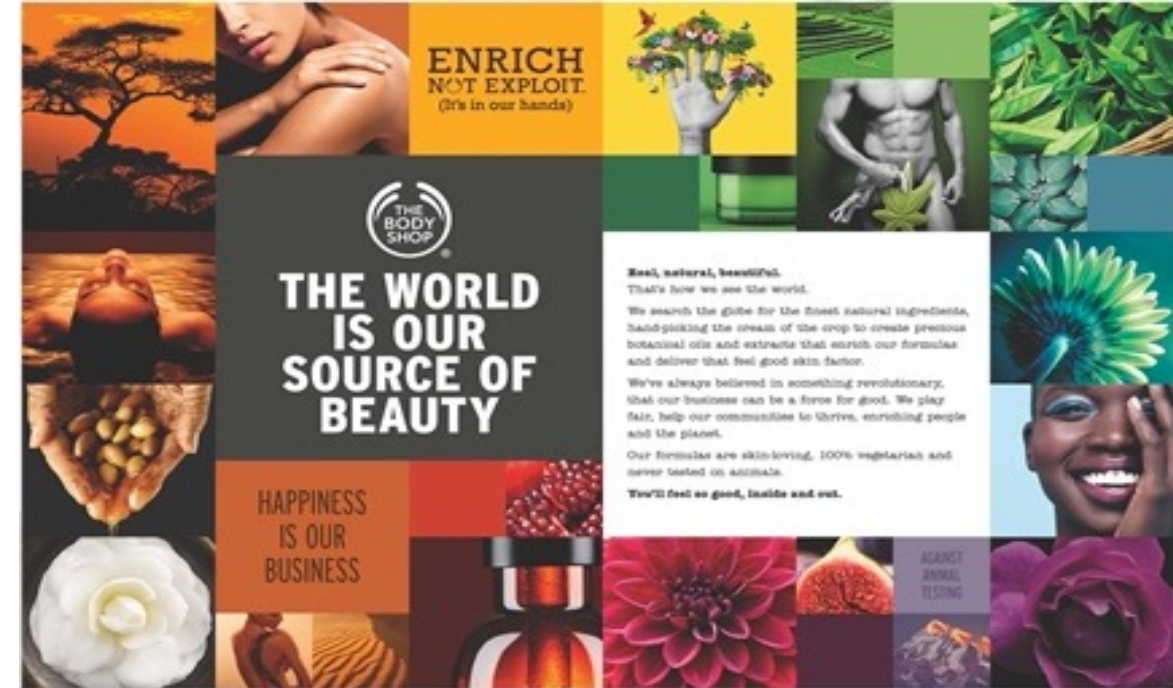
STEP ONE: BE BOLDER TO BREAKTHROUGH

Most organizations communicate in primary colors – plain and expected

Lack a strong point of view

You need vibrancy, purpose and strength

And you have roughly
12 seconds to do it....



71%



of consumers are confused or
unmoved by the message
companies use to talk about their
CSR efforts and impacts



DETERMINE WHAT'S YOUR ROLE

*“The Verizon Foundation aims to be an **incubator** for new solutions that transform the way Verizon does business and the world in which it operates.”*

verizon✓

Multiplier

Incubator

Convener

Catalyst

Innovator

Accelerator



*“Dell... serves as both a **catalyst** and a vehicle for making a difference in the lives of people and the planet.”*

STEP TWO: ADD EMOTION

To move someone to action you must move them emotionally

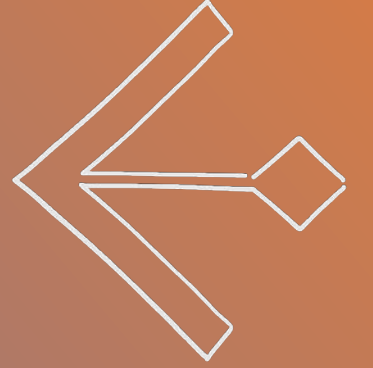
Can be tears, laughter, anger, excitement, inspiration, security or a sense of belonging

CSR is ripe with emotion....

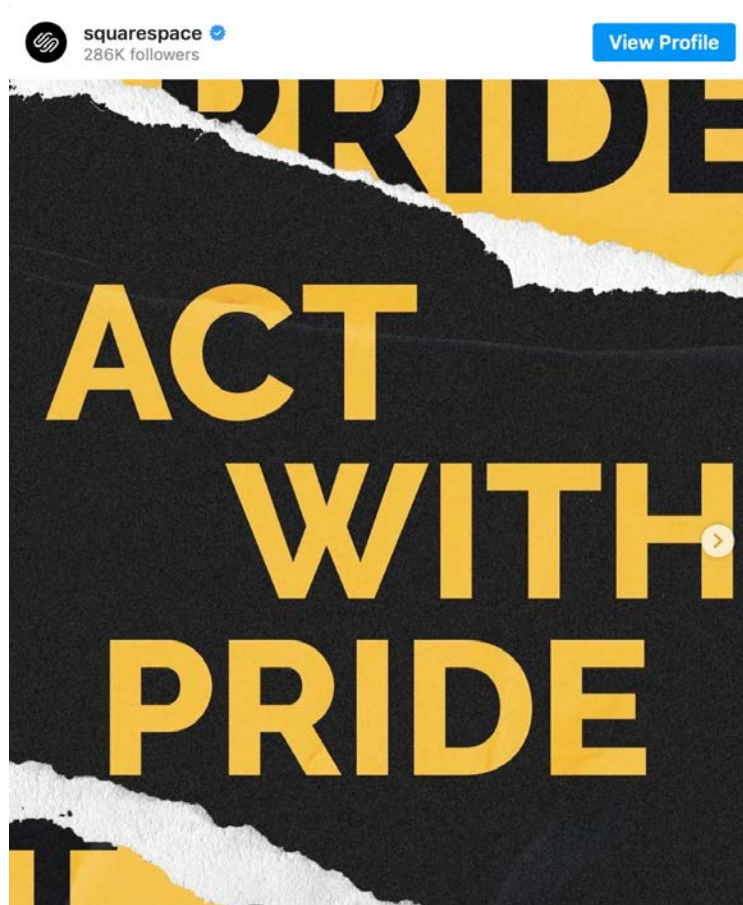




Emotionally connected
audience is **50%** likely
to engage with a brand



STORYTELLING



Squarespace's storytelling of LGBTQ employees

STARBUCKS® STORIES & NEWS



Meet Floridalma, a farmer who lives in Huehuetenango, Guatemala

WITH EMOTION



P&G Like A Girl



Finish Line &
Special Olympics



Gillette & Men's Toxic Masculinity



Yoplait & Breast Cancer

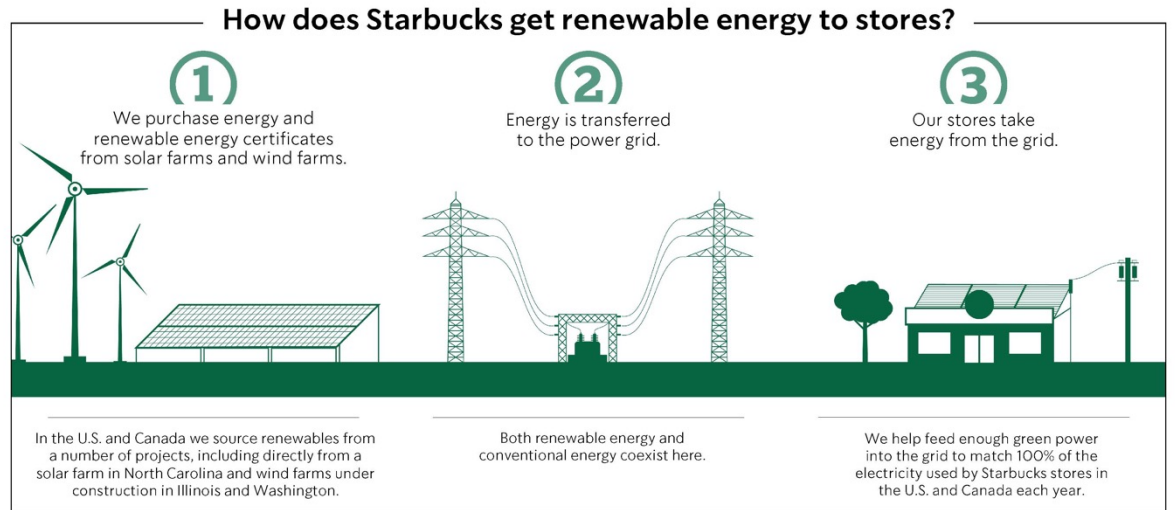
STEP THREE: TALK ABOUT IMPACT

Demonstrate social impact
and business value

Deliver on CSR commitments
to multiple stakeholders

Ensure credibility

Defend and grow budget



Americans say they are more likely to buy from a company that:



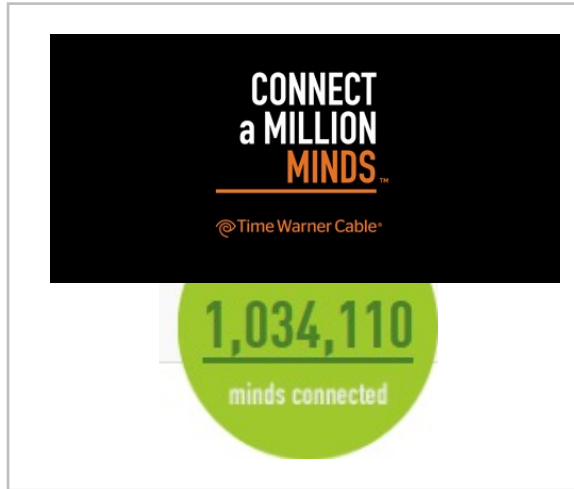
31% talks about its CSR purpose



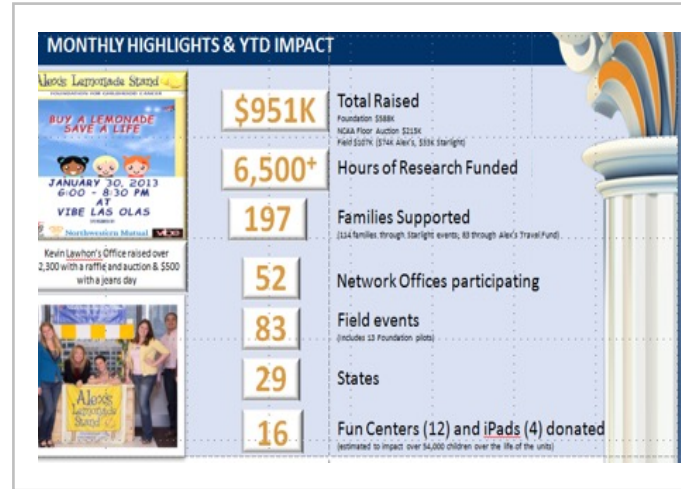
69% talks about its CSR results

WAYS TO SHOW IT

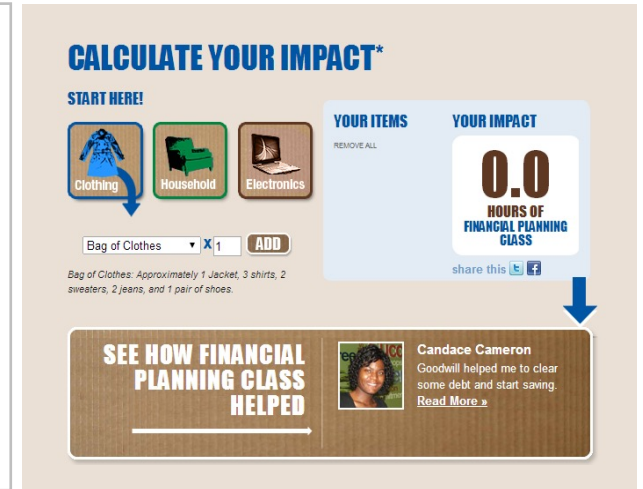
Bold Goals



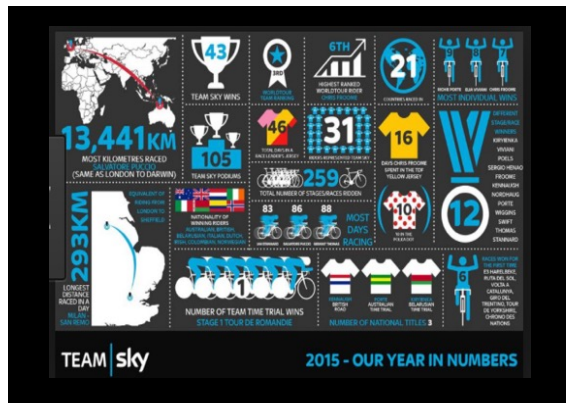
Scorecards



Impact Calculators



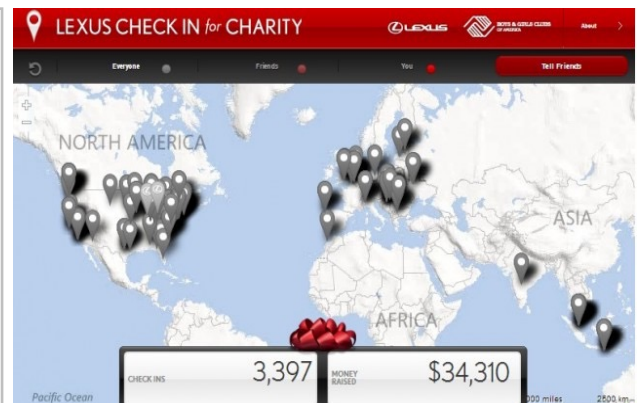
Infographics



Donation Equivalencies



Interactive Maps



STEP 4: BE HOLISTIC

Communication is evolving beyond traditional media relations

Requires an approach using multiple tools to increase awareness, engagement and word of mouth



79%



say they are more likely to believe a brand's
CSR commitments if they share efforts
across multiple channels and over time





THOUGHT LEADERSHIP

Standing up to stand out

Nearly two-thirds of Millennials and Gen Z express a preference for brands that have a point of view and stand for something

Can take many forms:

- Active on Social Media
- Op-eds
- Webcasts & Podcasts
- Convening Summits
- Research

THE RISE OF INFLUENCERS

- Social Media
- Bloggers
- Employee Ambassadors
- Employee Resource Groups
- Credible & effective if alignment is authentic



Mr Ben Brown ✓

Published on Jun 10, 2016

This advertisement feature, 24hours in Austria was made in partnership with HEINEKEN to explore and learn about Gösser beer & their 100% carbon free brewery!

Vlog Ep.973 - SUBSCRIBE - <http://tinyurl.com/BrowniesRule>

EMPLOYEE → CONSUMER ACTIVATIONS

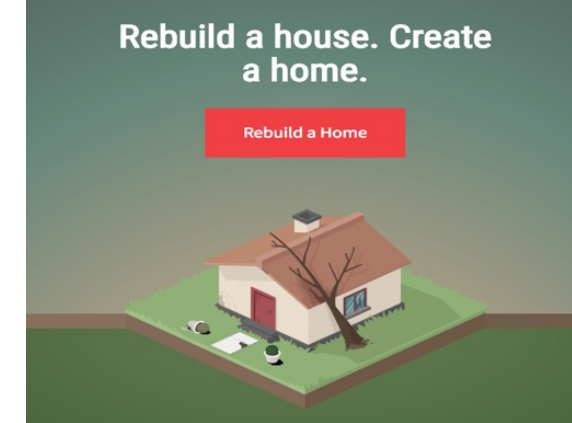
- Bar set higher
- Range of creative engagements
- Immediate “Impact”
- Shareability



John Hancock
Photo Mosaic



One Less Straw Pledge



Rebuilding Together
Virtual Home



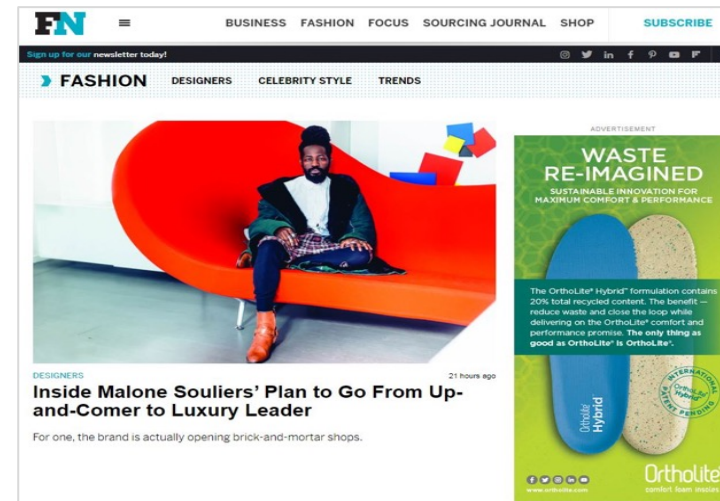
Seventh Generation Baby Crawl

PAID PARTNERSHIPS

- Align with relevant outlets
- Ability to control message and directly reach target audience
- Can help secure future earned media



Executive Profile



Special Sections



Advertorials



Featured Content



THANK YOU!

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