



CAUSEIMPACTS SERVICES

# Corporate Social Responsibility (CSR)

CauseIMPACTS is a social impact strategy-consulting firm that helps inspired organizations and individuals create, measure, and communicate social change across a broad range of issues.

**Your business as a force for good.** Our holistic Corporate Social Responsibility (CSR) services give your business a competitive advantage while boosting brand recognition and profits. We help you develop a personalized CSR strategy that makes a positive impact on your community and increases employee engagement while providing a tax write-off and boosting brand recognition. Companies generally invest in projects that leadership finds personally fulfilling, or in projects that are connected to the company in some way. However, few companies have the time and capacity to unite these strategies in a way that helps improve the brand and bottom line.

## Our 4-Step Approach to CSR:

1

### STRATEGIC IMPACT PORTFOLIO

We sit down with the leadership team to identify the issues and causes the company wants to impact, the business' needs, and the ideal scope of influence and then use this information to develop a Strategic Impact Portfolio that clarifies the company's philanthropic mission, giving guidelines, and areas of interest.

2

### STRATEGIC LANDSCAPE ANALYSIS

CauseIMPACTS conducts comprehensive stakeholder research and provides a Strategic Landscape Analysis that includes a list of programs, organizations, initiatives, and innovative, cross-sector partnerships that can positively impact the company's desired Impact Portfolio.

3

### CORPORATE SOCIAL RESPONSIBILITY (CSR) PLAN

After defining a Strategic Impact Portfolio and conducting a thorough Landscape Analysis, we develop a Corporate Social Responsibility Plan that is authentic to your brand. The plan includes strategies for telling a holistic story about your impact. This may include community events, strategic social media posts, and cause marketing; or it may be a comprehensive employee engagement program built into the fabric of your brand.

4

### ENSURE SUCCESS & SUSTAINABILITY

Finally, we provide you with tools to ensure the success and sustainability of your CSR program. This includes guidelines for strategic storytelling to communicate your company's impact as well as impact evaluation tools so that you can measure how you are causing impacts and use that data to grow your brand and bottom line.

For more information, visit us at  
[causeimpacts.com](http://causeimpacts.com)

