

Tips for Good Business Giving

1. Focus your effort.

- Get buy-in from senior management.
- Identify internal resources.
- Have a focused mission statement and giving program goals that align with your company's business plan and values.
- Establish clear grant guidelines regarding what you will and won't fund. Being clear from the beginning will make it much easier to say yes or no later on.
- Develop a decision-making structure.

2. Get company-wide commitment.

Be aware of the needs and interests of your board, management and employees.

3. Think beyond the dollars.

Consider how *all* of your assets—expertise, employees, products and services as well as money—can be invested to improve the community.

4. Get connected.

Learn about the community—what's there, what works, what's needed. Talk with your peers and civic leaders.

5. Go public.

Let people know that charitable giving is part of your company's presence. Put your grant guidelines on your website, intranet, newsletter or break room bulletin board. It'll help spread the word about your good works *and* help avoid requests that don't match your mission or goals.

6. See for yourself.

Whenever possible, visit the potential grantee. Talk to staff and those they serve. Ask questions. Listen well.

7. Evaluate your efforts.

Look at how your contributions are making a difference in the community. Are you doing what you set out to do? What can you learn from your experiences? How do your efforts provide enduring value to the community and your business?

Resources for Businesses

Connecticut Council for Philanthropy

221 Main Street, Third Floor
Hartford, CT 06106
www.CTphilanthropy.org
ccp@CTphilanthropy.org
860-525-5585

Council on Foundations

1828 L Street, NW, Suite 300
Washington, DC 20036
www.cof.org
202-466-6512

Committee to Encourage Corporate Philanthropy

140 East 45th Street, 3rd Floor
New York, NY 10017
www.corphilanthropy.org
212-622-1081

The Center for Corporate Citizenship at Boston College

Wallace E. Carroll School of Management
55 Lee Road
Chestnut Hill, MA 02467-3942
www.bc.edu/bc_org/avp/csom/cc
617-552-4545

Business for Social Responsibility

609 Mission Street, 2nd Floor
San Francisco, CA 94105-3506
www.bsr.org
415-537-0888

The Conference Board

845 Third Avenue
New York, NY 10022-6678
www.conference-board.com
212-759-0900



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