EXCELLENCE IN CORPORATE & COMMUNITY RELATIONS

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Introduction

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Why is CCR Important?

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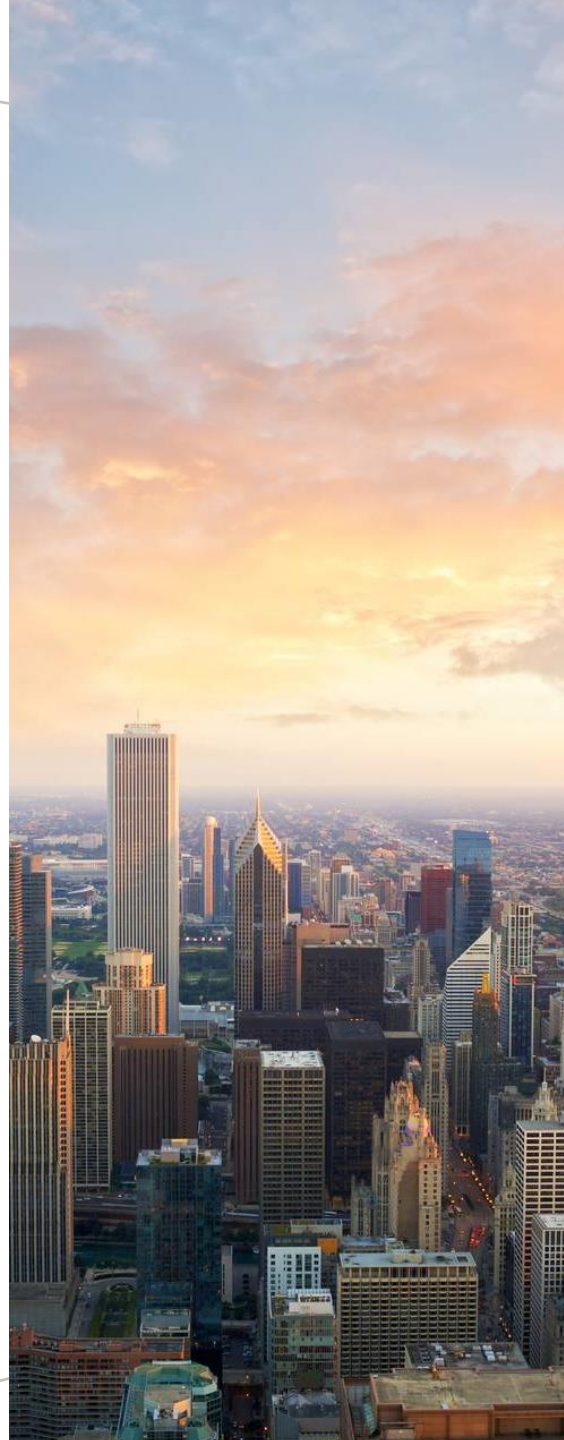
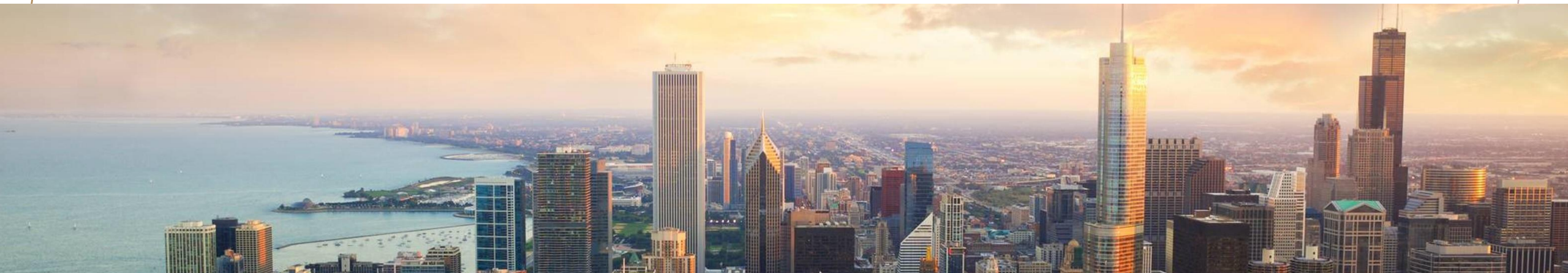
Group Exercise



THE POWER OF CORPORATE & COMMUNITY RELATIONS

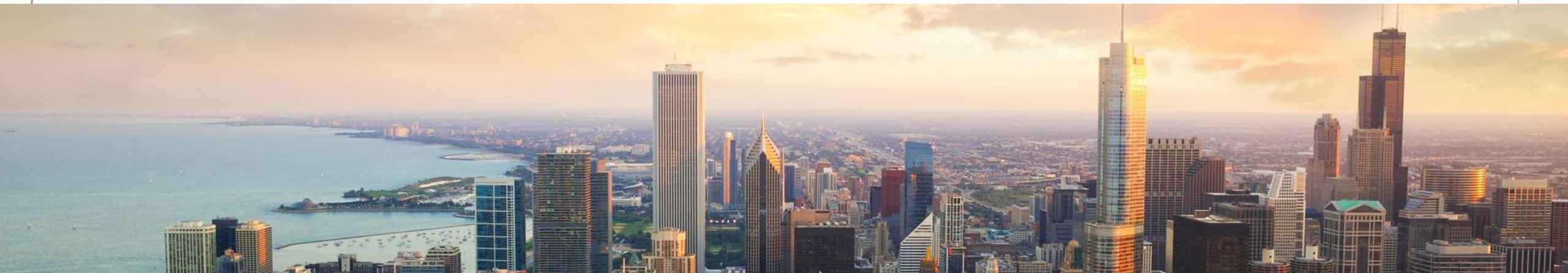


WHAT IS CORPORATE AND COMMUNITY RELATIONS (CCR)?

WHAT IS CORPORATE & COMMUNITY RELATIONS?

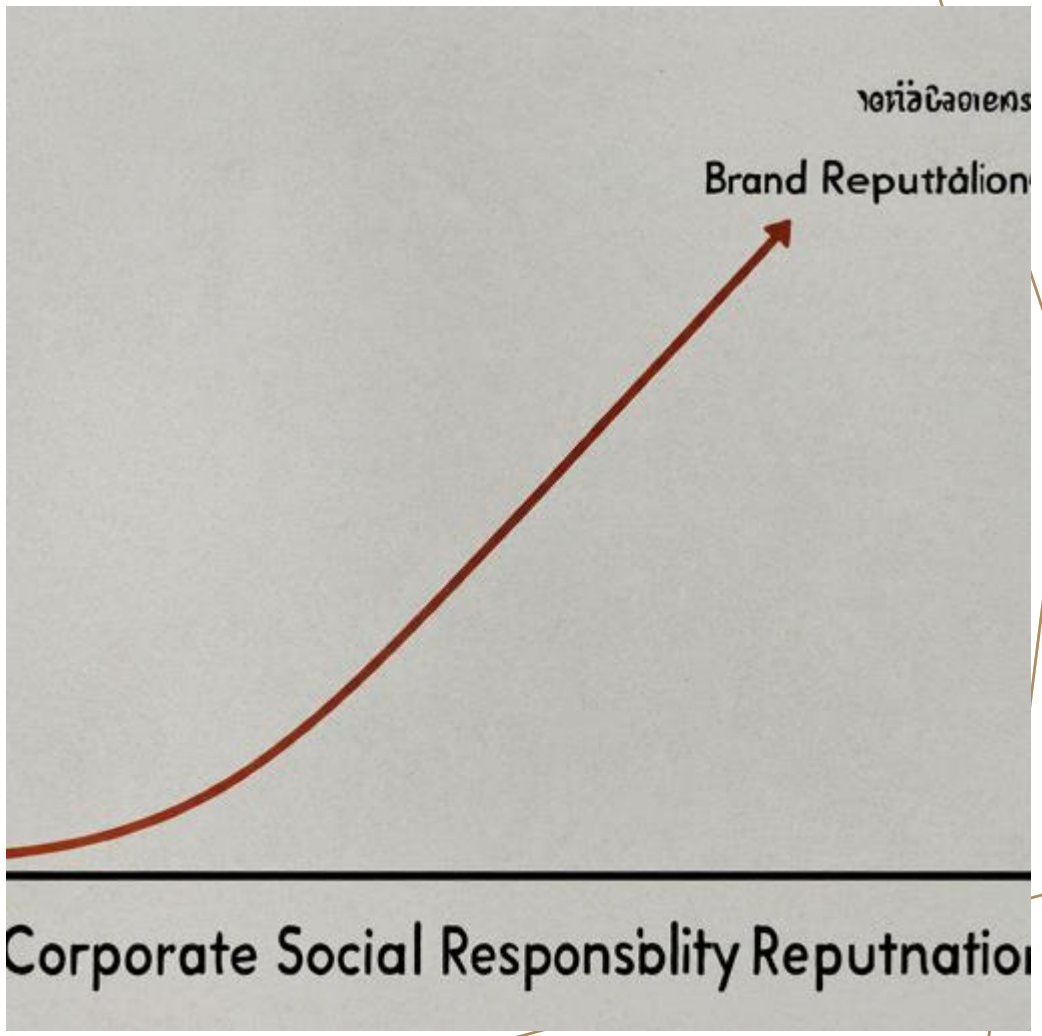
- CCR is the strategic management of a company's interactions with the communities where it operates.
- It involves building relationships with community stakeholders, such as residents, businesses, nonprofits, and government agencies.
- The goal of CCR is to create a win-win situation for both the company and the community.

WHY IS CORPORATE & COMMUNITY RELATIONS IMPORTANT?

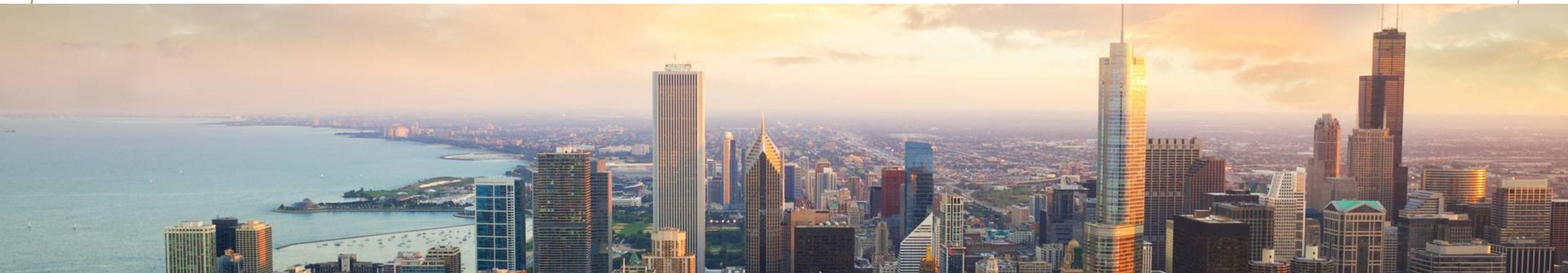


WHY IS CORPORATE & COMMUNITY RELATIONS IMPORTANT?

- Improves brand reputation
- Attracts and retains top talent
- Increases customer loyalty
- Boosts sales and profitability
- Helps businesses secure permits and approvals
- Mitigates risks



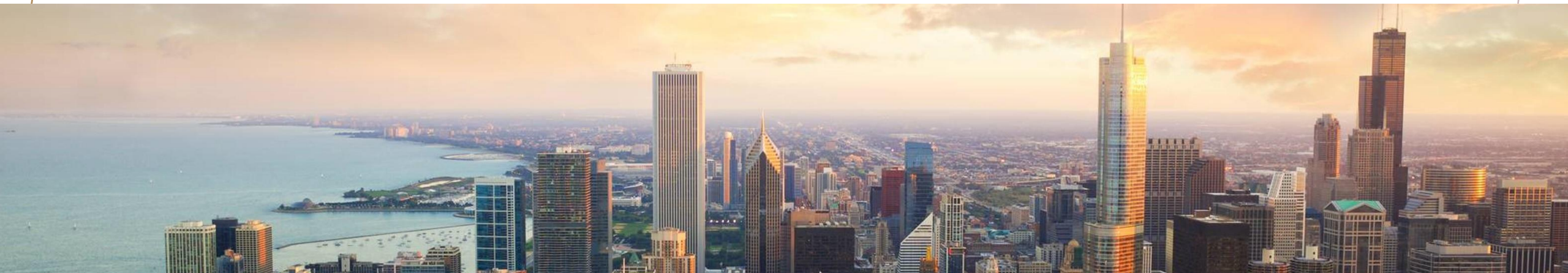
KEY COMPONENTS OF A SUCCESSFUL CCR PROGRAM



KEY COMPONENTS OF A SUCCESSFUL CCR PROGRAM

- Community engagement: Regularly communicating with and listening to the community.
- Philanthropy: Supporting charitable organizations and causes that are important to the community.
- Volunteerism: Encouraging employees to volunteer their time and skills in the community.
- Partnerships: Working with other businesses, nonprofits, and government agencies to address community needs.
- Communication: Keeping the community informed about the company's activities and initiatives.

GETTING STARTED WITH CCR



GETTING STARTED WITH CCR

Conduct a community needs assessment to identify the most pressing issues in the community.

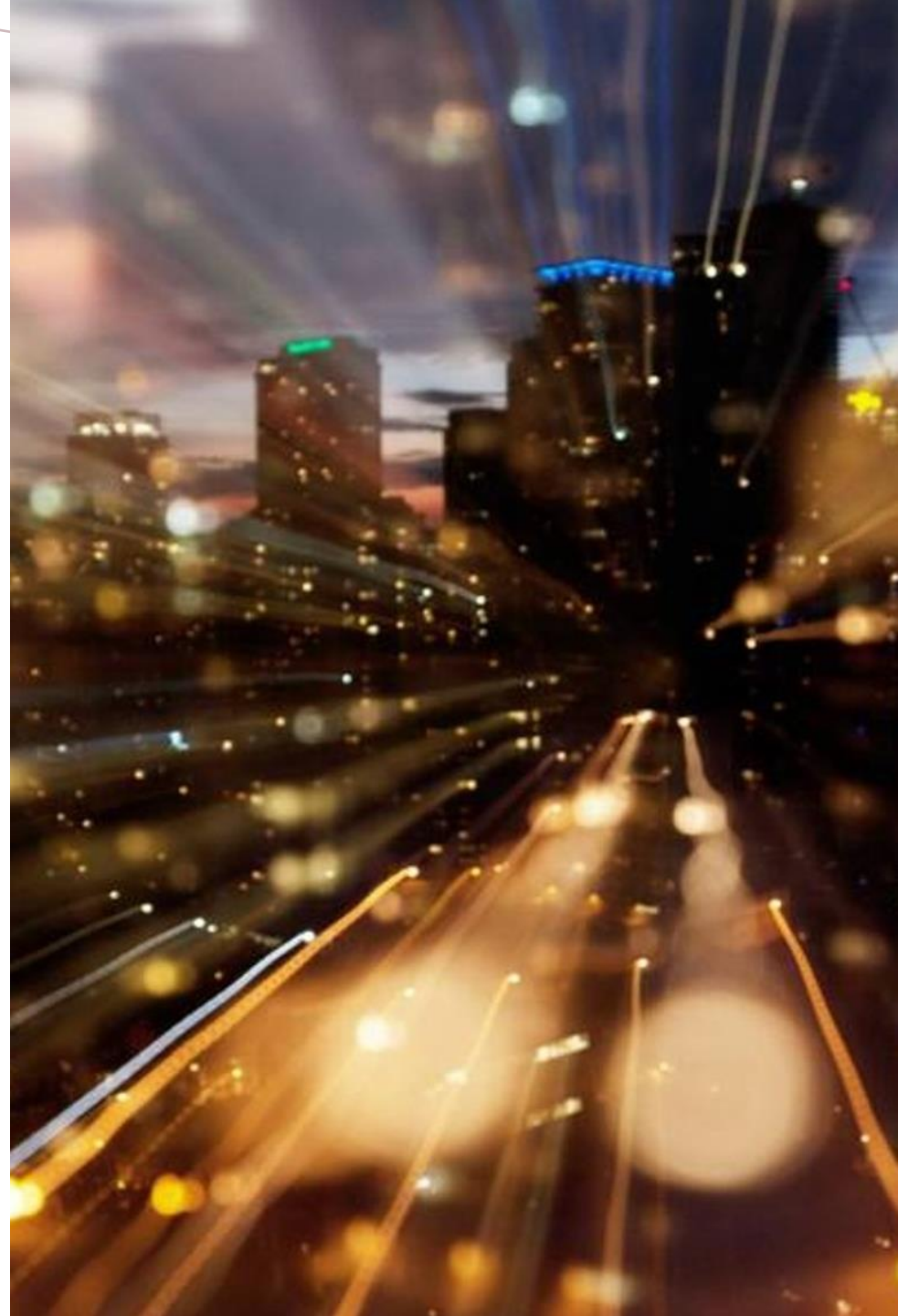
Develop a CCR plan that outlines your goals and objectives.

Identify key community stakeholders.

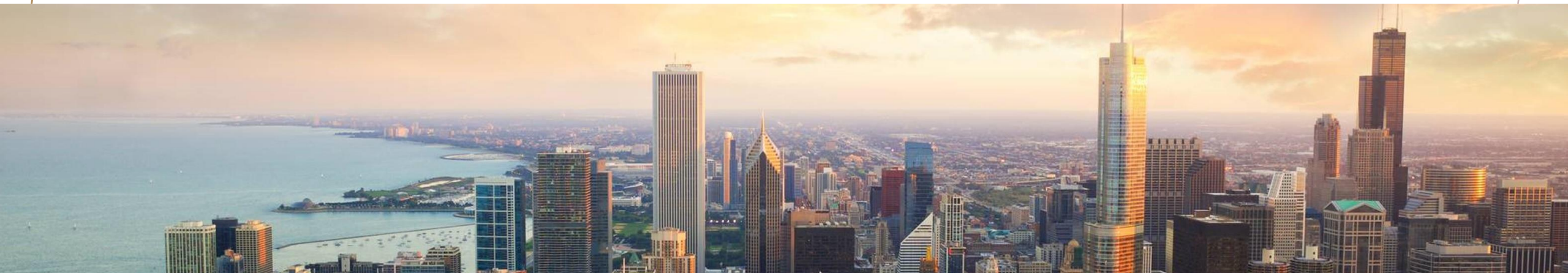
Build relationships with community stakeholders.

Develop and implement CCR programs that address community needs.

Measure and evaluate the success of your CCR programs.



COMMUNITY ENGAGEMENT



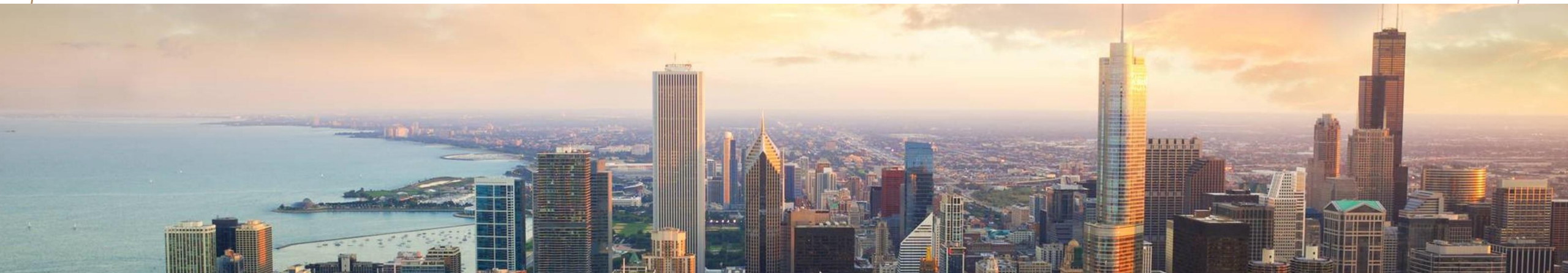
COMMUNITY ENGAGEMENT

- Methods: Surveys, town halls, community advisory boards, social media engagement forums.

Examples:

- Company X conducts online surveys to gather resident feedback on a new park development project.
- Company Y establishes a community advisory board to provide ongoing input on its environmental sustainability initiatives.
- Interactive Activity: Brainstorm community engagement ideas specific to the participants' organizations (e.g., hosting a career fair for local students, participating in a community clean-up day).

PHILANTHROPY

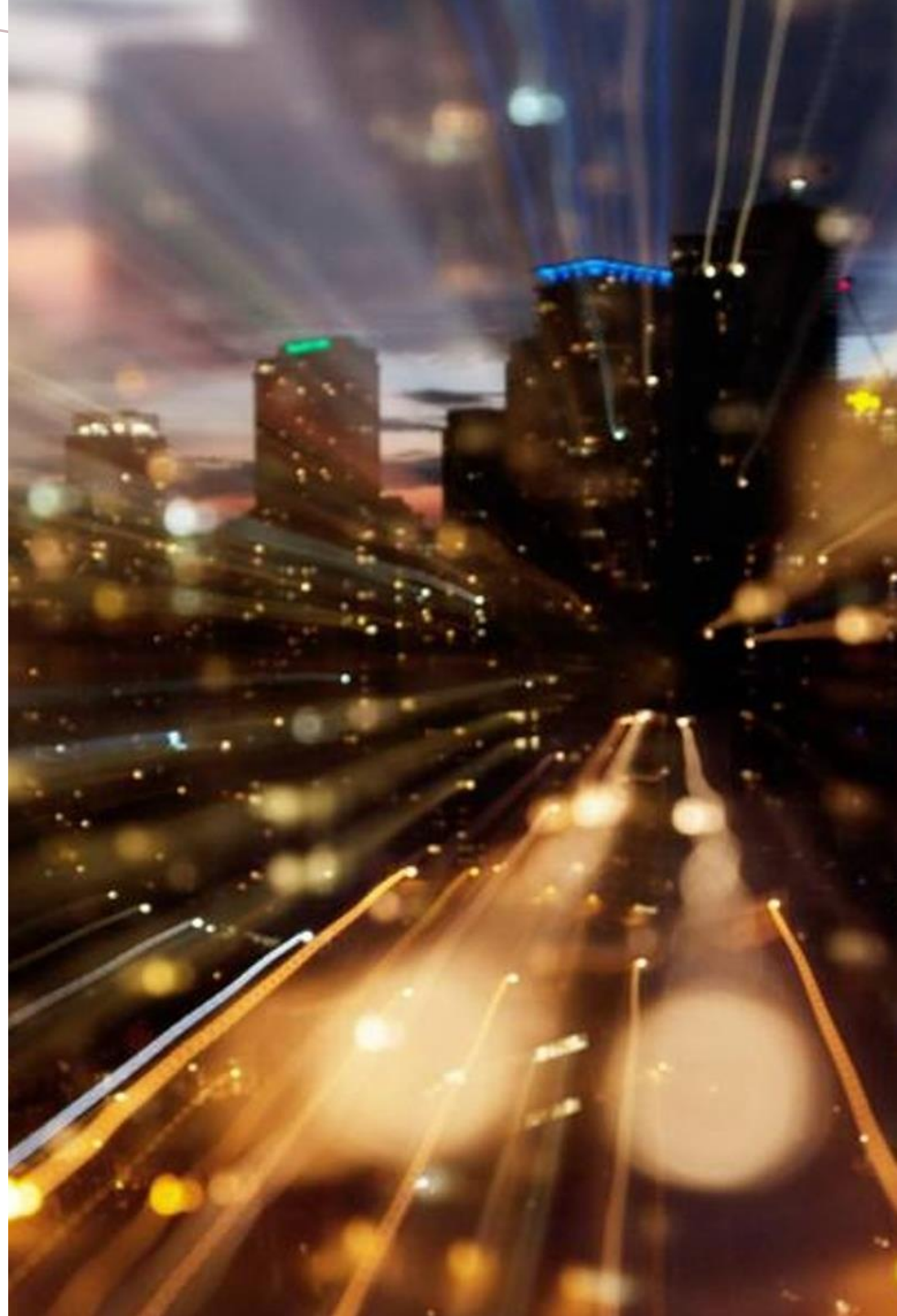


PHILANTHROPY

Types of Corporate Giving: Cash donations, in-kind gifts (products, services, employee time), employee matching programs.

Strategic Philanthropy: Aligning giving with business goals and community needs (e.g., a tech company supporting STEM education programs).

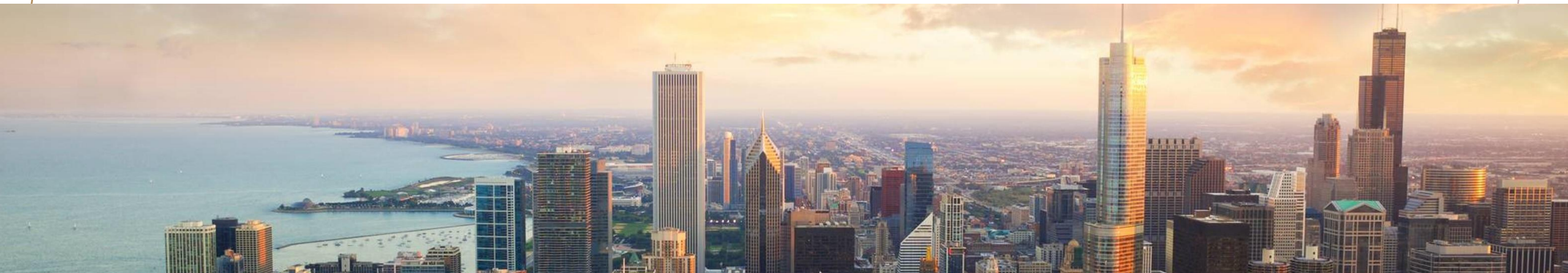
Case Studies: Showcase successful strategic philanthropy examples (e.g., a bank supporting financial literacy programs for low-income communities).



Q&A SESSION W/ THE EXPERTS

- Magdalonie Paris-Campbell, Director, External Affairs- AT&T
- Patrick Lespinansse- Regional Head, Policy & Government Affairs, Northeast- Starbucks

VOLUNTEERISM



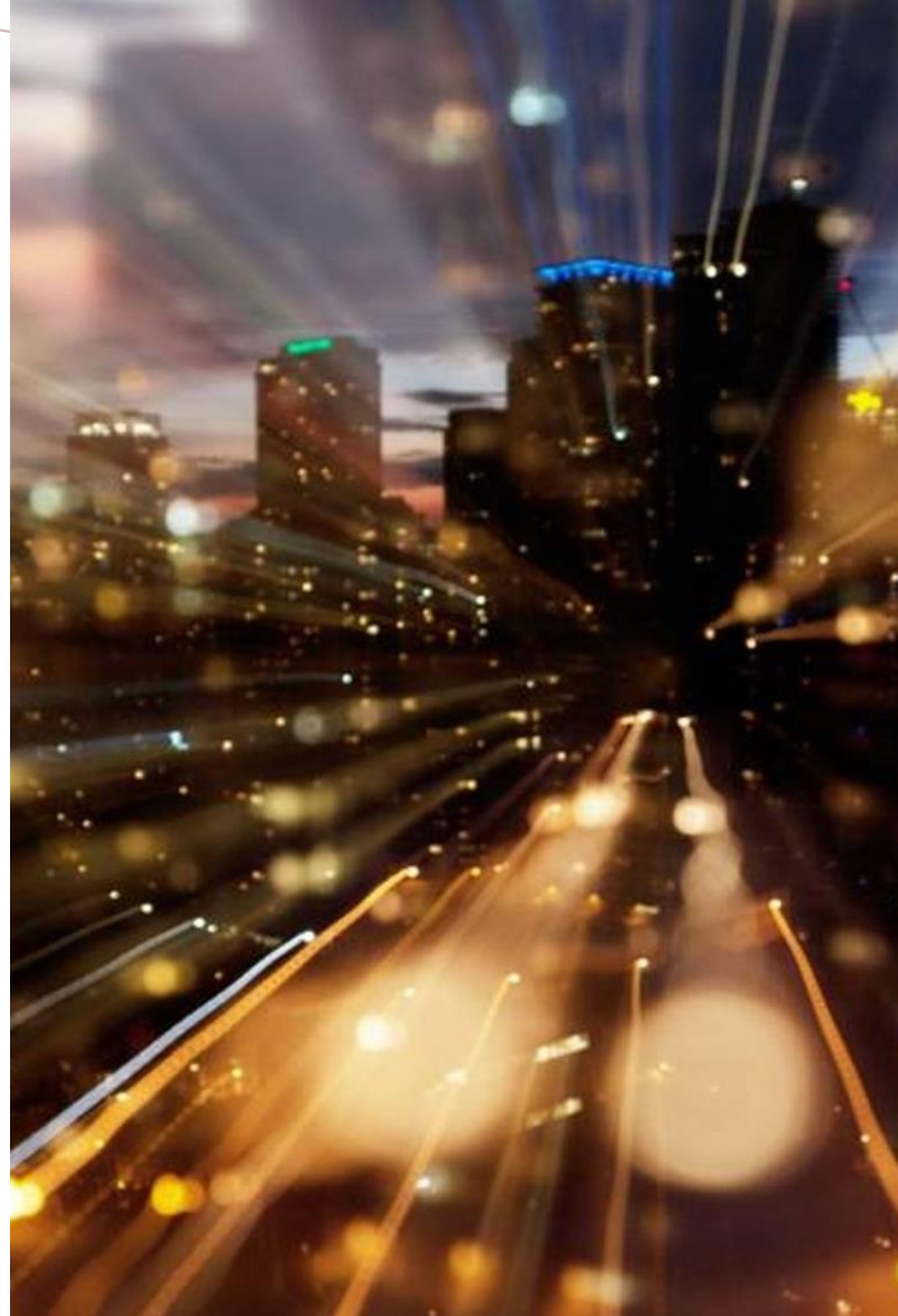
VOLUNTEERISM

Benefits for Employees: Skill development, team building, increased employee engagement, purpose and satisfaction.

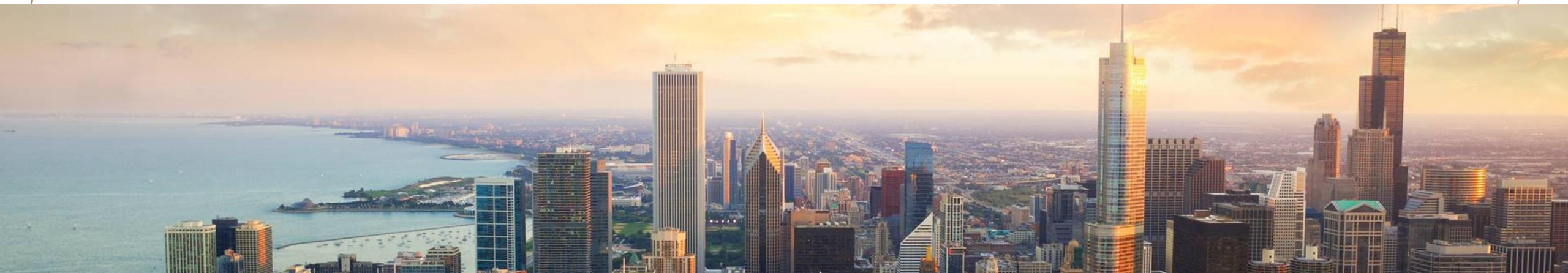
Benefits for the Community: Increased resources for non-profits, improved community well-being.

Volunteer Program Structures: Skill-based volunteering (matching employee skills with community needs), team volunteering events, paid volunteer time off programs.

Resources: Websites for finding volunteer opportunities (e.g., Points of Light, VolunteerMatch).



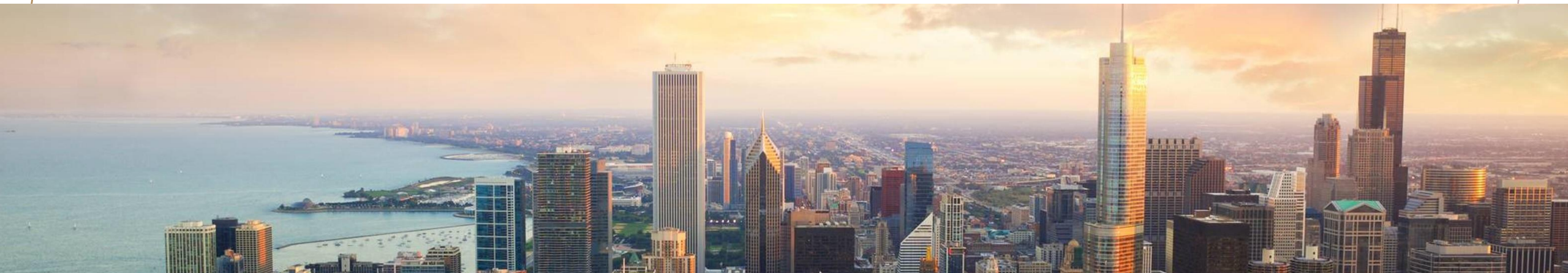
PARTNERSHIPS



PARTNERSHIPS

- Identifying Partners: Look for organizations with shared goals and complementary strengths.
- Partnership Models: Joint fundraising, sponsorships, co-creation of programs (e.g., a business partnering with a local school to offer a mentorship program).
- Successful Partnerships: Highlight examples where partnerships amplified community impact (e.g., a healthcare company partnering with a local clinic to offer free health screenings).

COMMUNICATION

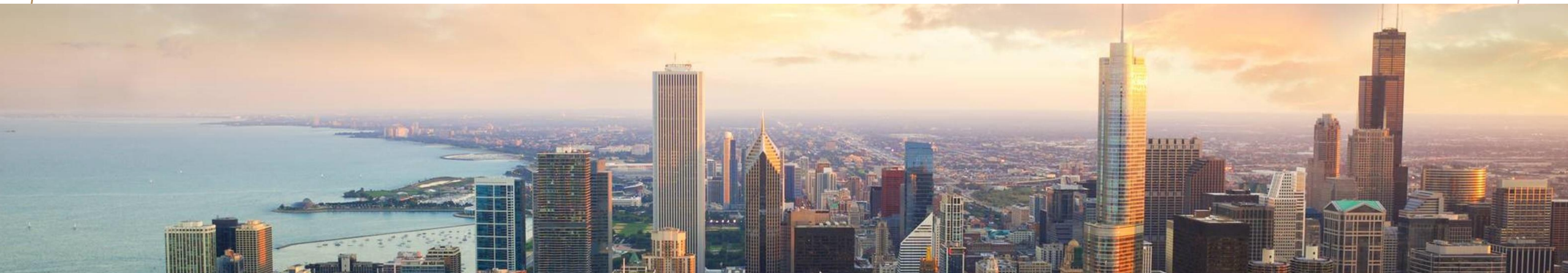


COMMUNICATION

- Communication Channels: Media relations, social media, community events (e.g., open houses, festivals), newsletters.

- Crafting Messages: Tailor messages to resonate with specific audiences (e.g., using clear and concise language for residents, providing detailed data for investors).

CLASS ACTIVITY



THANK YOU

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