

PURPOSEFUL PHILANTHROPY

Five Steps to Strategic Corporate Giving

FIVE STEPS TO STRATEGIC CORPORATE GIVING

Solutions that Make a Difference

Business leaders, the research is clear and overwhelming. Consumers, employees and your community expect companies to do more than maximize profits. But the questions you now face are much more complicated. Where should we focus our philanthropic efforts? Which charities should we support? How can we be responsible corporate citizens?

Using the five steps below, we will provide strategic advice, support and guidance to help give your company a higher purpose, outlining steps you can take now, paired with research to back up our recommendations.

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Executive Session

Internal discussions about philanthropy often fall in the “important but not urgent” category. We can help you set aside time for a critical conversation. Our team will join your corporate and philanthropic leadership teams in a guided session to discuss and determine:

- What drives your company’s giving now?
- What is your vision for future giving, and who do you see guiding that work?
- How does philanthropy align with your business strategy, values and goals?
- What are your current pain points related to giving?
- Who are your key stakeholders, and whose opinion matters most?

Research with Key Stakeholders

Stakeholders could include clients, current nonprofit partners or even your entire staff. We want to take time for candid conversations with all the parties currently involved in giving. We will take a custom approach to ensure we capture meaningful feedback without being invasive or burdensome. In most cases, we will facilitate one-on-one conversations in person, over the phone or virtually to receive honest feedback. For larger audiences, we can conduct surveys.

Corporate Giving Audit

This comprehensive review of your company’s past giving will closely examine all charitable activity for the past three to five years. This includes grants, event sponsorships, in-kind donations, pro-bono services, volunteering, scholarships and any other philanthropic pursuits. We report back on the types and amounts of gifts you provide, what organizations are receiving support, and where you focus your efforts.

Best Practices Guidance

What does giving look like across your industry? We will explore the charitable activities of your peers and competitors, to ensure you understand the giving landscape that surrounds your business. We will also provide specific best practices based on your desired outcomes, which might be supporting efforts to recruit and retain top talent, or aligning with an organizational strategy to emphasize diversity, equity and inclusion.

The Path Forward

The final step is providing a holistic plan for your company’s giving. You will receive a comprehensive report, outlining our findings from each step in the process and our specific recommendations that can be implemented over time. Our approach is collaborative, customized specifically for your unique needs. We can implement the full plan, serving as your company’s charitable team; we can work with your existing team to provide helpful resources; or we can turn everything back over to you.



Why Us?

We have spent more than a decade researching, guiding and executing corporate philanthropy programs, and our expertise is recognized across the country. Let us help you answer the hard questions now, so you can focus on the joy giving brings. To learn more, contact us at info@greaterhorizons.org or 866.719.7886.



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