

# Tell a powerful story about your corporate community involvement



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# Agenda

Story Telling

Case Study

Who, What, Why, Where, When, How



**...to deliver relevant and compelling messages to your desired audiences**

# Story Telling

Tell a powerful story about your corporate community involvement, as well as the company overall. Craft communications that will leave a positive impression on your key audiences that helps drive results.

# Poll

What audience are you having the most difficulty communicating to?

- Executives
- Employees
- Consumers
- Civic/Community Leaders
- All of the above

???

- How many times do you read something and instead of thinking, “that’s amazing” (which it might be), your mind asks *unanswered questions*? Why did they do this? What did they really accomplish? Did it make a positive difference, or was it fluff? We can work to ensure the audience gets both their questions answered *and* what we need them to know.



# A Fictitious Case Study: Amalgamated Widgets

- Amalgamated Widgets has an ongoing relationship with the Boys & Girls Club of Big City. The company makes annual cash investments (contributions) to the Club and has a representative on their board. Employees volunteer regularly with duties ranging from being tutors, to coaching to painting walls. Widgets are donated to the Club for the kid's use. One month a year, the company runs an offer where if you buy three widgets, \$5 of the purchase price will go to the Club.



**BOYS & GIRLS CLUB**



We ~~want~~ **NEED** to be:

**Compelling, relevant, concise,  
*convincing***

...and get people to act



# The 5 W's and an H

Who, What, Why, Where, When  
and  
How



# Who participated?

Club members, employees,  
community leaders, celebrity, etc.



Who is our audience?

We will save this topic for last and go into detail.



Who is delivering the message? *Think Credibility*

Company

Executive

Spokesperson

Community Engagement Staff

Employee

Third Party

Service Recipient (kid, and don't forget parental releases)

B&GC Executive Director

Public Official



What?

A Program, Project, Event, Announcement



What happened?

The Impact and Outcomes



What is being said?

(How is it being presented?) Is it hard news, a feature, op-ed, call to action?





Why is Amalgamated Widgets involved with the B&GC of Big City?

Why is AW involved at this level and with these activities?


Why did this activity take place?





Why are we telling this story?

With all the information clutter, is this the most relevant message to be telling about the B&GC relationship versus everything else that is being done with the Club and with what else is happening in the company?





Where?

Did/will it happen... At the club? A company facility? An event location?



When?

Past, Present, Launch, Ongoing, Future?



When will the message be released?



How – Is the project being accomplished?  
with volunteers, money, widgets?





## How? - Channels

Paid and Non-paid

Internal and External


Print

Radio

TV

Web

Social Media: Facebook, Twitter, YouTube,  
Instagram, Pinterest





## Who? Define the audience (stakeholders)

### Internal

Employees

Executives

### External

Consumers

Shareholders

Community Leaders

Public Officials/Regulators

Nonprofits

Media



# Motivation

- Increase Volunteer Program Budget
- Encourage More Employee Participation
- Sell More Widgets
- Gain Entitlements to Expand Plant
- Sell Tickets to the Gala
- Help Club Recruit More Members

# Point of view for each audience

- Position message to communicate what you want each stakeholder to know
- Let's put some of these principals to work through four examples:



# Executives

The relationship with the B&GC is cherished by our employees of all levels. HR has determined that the volunteer program, and particularly the program with the Club, is a positive driver in employee retention. The recent “Buy 3 Widgets and the Club gets \$5” campaign amounted to a 12% incremental sales increase during the month. Our CEO, Big Shot, will be honored at their annual gala in September.

# Employees

Again this year, you, our compassionate and generous employees, helped to provide the children of the Underserved Neighborhood with a safe place to play and learn through the B&GC. You raised \$55,000 through bake sales and the employee giving campaign while the company invested an additional \$100,000. Volunteer activities were varied including the building of new playground equipment by the Maintenance Department. Juan Volunteer, from customer service, is in his third year tutoring Susie. “I am so proud of how Susie’s math scores have increased and now when she grows up she wants to make a new improved version of the widget.”



# Consumer

Is there anything more important than helping our children succeed in life? We don't think so. Amalgamated Widgets continues its partnership with the B&GC of Big City. We are a part of the community just as you. Our employees live here and many volunteer at the Club. The Club provides a safe and nurturing place to both play and learn. This month, purchase three widgets from Big Box Store and we will give \$5 to the Club. Together we are working towards ensuring that our youth are on the path to success.

# Community Leaders/Public Officials

Amalgamated Widgets long relationship with the B&GC of Big City continues with the completion of the new playground by employee volunteers from its maintenance division. The new equipment is expected to reduce accidents and increase the physical activity of the youth. The employee tutoring program, as well as employee involvement with the Teen Chat Club, has contributed to the positive results in the newly released report that shows that B&GC members that stay members through high school have a 97% graduation rate compared to the citywide average of 70%. Big City Mayor Johnson said, “If more companies, and their employees, would step up to the plate in helping our youth, as Amalgamated Widgets does, not only would we see our young residents better prepared for the workforce, we would also see our crime rate go down.”

# The Four Examples

- Different Tone
- Different Purpose
- Different Audience
- If need be, and with finesse, you can accomplish all in one, but it still needs to be clear and concise.

# Story First

Special Effects Second





# Final Words

Is it the most *appropriate* message, in the *appropriate* format and delivered through the *appropriate* channel for what you seek to accomplish?





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