

StratusLIVE WEBINAR



# Shared Missions:

Crafting Collaborative Paths for  
Sustainable Corporate Partnerships

# MEET THE SPEAKERS



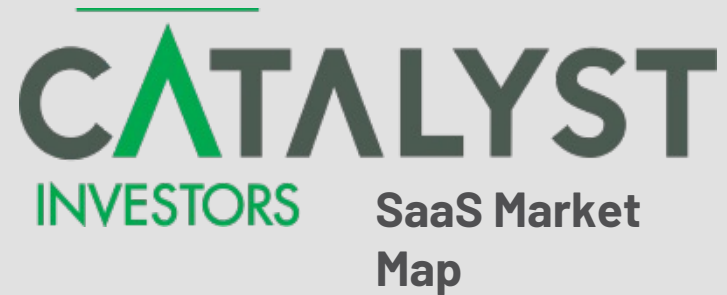
**Kelly Perry**  
Senior Digital  
Marketing Manager  
StratusLIVE



**Debbie Snyder**  
Group Vice President,  
Marketing  
StratusLIVE

# AGENDA

- Introduction to StratusLIVE
- The Evolution of CSR
- Current CSR Trends and Guiding Principles
- Transitioning from Traditional to Integrated Corporate Partnerships
- Differentiation Strategies
- Holistic Engagement Initiatives
- Role of Technology
- Q&A



Awarded by CIOReview



# DRIVE CHANGE AND INCREASE IMPACT WITH STRATUSLIVE

100%  
Implementation  
Success Rate

20+ M  
Donor Profiles

+58 NPS

\$1B+  
Annualized Giving

StratusLIVE's Nonprofit Industry Cloud delivers a complete, AI-powered, fully-integrated, enterprise-class solution for modern digital fundraising.

# THE EVOLUTION OF CSR

Community  
Chests

Payroll  
Deduction

Rise of  
Employee  
Choice

Corporate  
Social  
Responsibility

# DECODING CSR



## Various Terminology

CSR, CR, SRI, ESG, Sustainability, Corporate Citizenship, Corporate Responsibility

## Variety of Initiatives

Matching gifts, dollars for doers/volunteer grant committees, individual or team-based volunteering, corporate grantmaking, skills-based volunteering

# CORPORATE MOTIVATIONS FOR ENGAGING IN CSR

01:

Positive Brand  
Recognition

02:

Investment

03:

Recruitment and  
Retention

04:

Consumer  
Demand



# MISSION AND CSR

- Corporations must match their CSR focus areas to their core business





# The Rise of Interconnectivity



# CSR AS A CORE BUSINESS STRATEGY

- Aligning CSR with Business Goals
- Stakeholder Engagement
- Integrating CSR into Corporate Culture
- Innovative CSR Practices/Cause Marketing
- Transparent Reporting & Communication
- Investing in Community Development



# SOCIAL IMPACT IN BUSINESS STRATEGIES

- Environmental stewardship, fair labor practices, community development, & ethical governance
- Social Return on Investment (SROI)
- Integrating the Sustainable Development Goals

*The Significant  
Positive Change  
that Addresses a  
Pressing Social  
Challenge*



# THE ROLE OF BUSINESS AND PURPOSE

- The role of business is to build value for *ALL stakeholders* – not just shareholders
- Doing Well by Doing Good – driving long-term value for business



# TRANSITIONING FROM TRADITIONAL TO INTEGRATED CSR PARTNERSHIPS



## TRADITIONAL

- Partnerships and Collaborations
- Grant Funding
- Employee Engagement Programs
- Cause Marketing Campaigns
- Advocacy and Policy Influence



## INTEGRATED

- Strategic Alignment
- Data-Driven Impact Measurement
- Sustainable Development Goals Integration
- Technology and Innovation
- Increased Transparency and Reporting

## SHARED PURPOSE

- Collaborative approach to corporate-nonprofit partnerships
- Honors both your core competencies and those of your corporate partners



# STEPS TO INCORPORATE SHARED PURPOSE

**01:**

Define your individual goals and interests.

**03:**

Determine your common goals and measures of success.

**02:**

Develop a common vision for your partnership.



# VALUE PROPOSITION

Clearly  
define  
your  
mission.

How does  
your  
organization  
solve your  
corporate  
partners'  
challenges?

Emphasize  
your  
geographic  
reach.



# DIFFERENTIATION STRATEGIES

- Impact Stories and Data
- Collaborative Initiatives
- Leveraging Technology
- Social Media and Public Relations



# HOLISTIC ENGAGEMENT INITIATIVES



- Integrating Partners into Events
- Board Membership and Advisory Roles
- In-Kind Support
- Skills-based Volunteering

# CAMPAIGN AND BEYOND



- Singular focus on one-time campaigns neglects the opportunity to engage year-round
- Consider additional opportunities to engage your corporate partner AND workplace donors

## WHERE TO BEGIN?

- Evaluate your matching gift donations
- Are the bulk of those donations from one company?
- Research their CSR programs and consider how to expand their impact



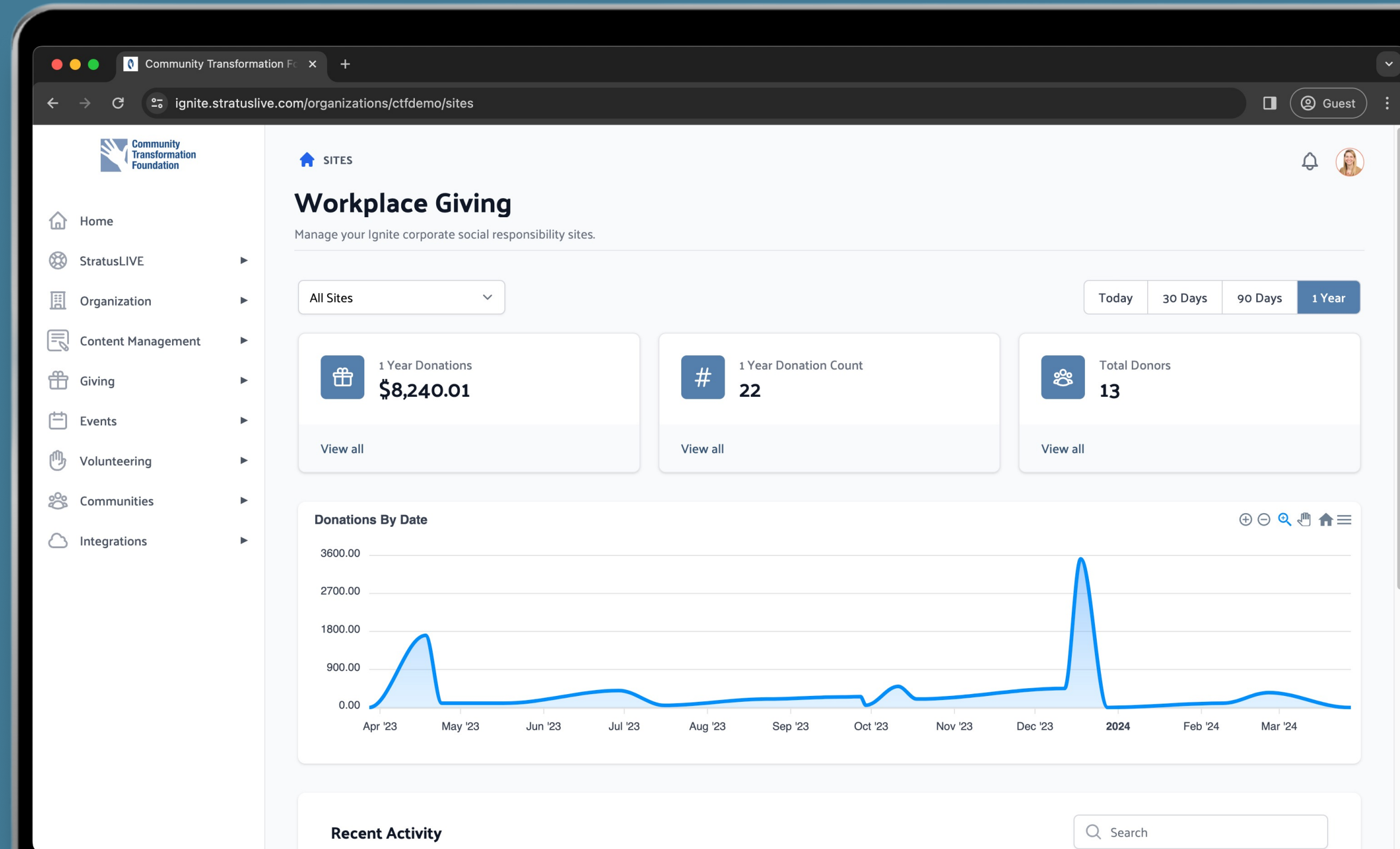
# THE ROLE OF TECHNOLOGY

## Data Management and Reporting

- Track program outcomes and impact within CRM
- Share in CSR and annual reports to build trust and increase transparency

## Employee Volunteering and Giving Platforms (StratusLIVE Give at Work)

- Streamlines the donation process
- Customizable Campaigns
- Efficient Volunteer Management
- Real-time data and reporting
- Innovative fundraising techniques
- Compliance and security



THANK YOU

ANY QUESTIONS?

StratusLiVE

**Stay In Touch**

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