



Nonprofit Partner Guide

[The Civic 50](#), an initiative of Points of Light, recognizes and honors the 50 most community-minded companies in the nation. Through an annual survey, The Civic 50 identifies the fifty corporations that are setting the roadmap for how companies can use their time, talent, and other resources to improve quality of life in communities where they do business. Honored every year at the [Points of Light Conference](#), The Civic 50 set the roadmap for translating good intentions into sound business practices.

Open to U.S.-based companies with annual revenue of \$1 billion or more, The Civic 50 identifies the champions of community engagement throughout the nation. Many of The Civic 50 companies work hand in hand with community partners—schools, NGOs, nonprofit organizations, nationwide initiatives—to ensure their community engagement programs are a success and providing the most good to the communities in which these companies live and work.

Why should nonprofits encourage corporate partners to take The Civic 50 survey? Being named an honoree of The Civic 50 is an honor for private and public companies – however, it's an honor that comes with working in partnership with community organizations. Thanks to the work of nonprofits across the nation to clean parks, encourage health and fitness, and support schools, our communities are getting stronger. Working with corporate partners is one part of the equation in building a more robust and resilient world for many nonprofits—for many nonprofits, it's an extremely important part of the equation. Encouraging corporate partners to [take The Civic 50 survey](#) is one way to help recognize corporate partners for their work and dedication to reaching shared goals.

Do you work with a community-minded corporation that you think should apply for The Civic 50? Read on to access resources for nominating your corporate partner for The Civic 50.

This guide contains:

1. [FAQs](#)
2. [The Civic 50 Talking Points](#)
3. [Outreach Templates](#)
4. [Sample Social Media Posts](#)
5. [The Civic 50 in the Media](#)
6. [Contact information](#)

FAQs

What is The Civic 50?

The Civic 50, an initiative of Points of Light, recognizes the 50 most community-minded companies in the nation each year. It provides a framework for good corporate citizenship and showcases how companies can use their time, skills and other resources to improve the quality of life in their communities. The Civic 50 includes:

- A quantitative survey, powered by [True Impact](#)
- Best practices and benchmarking report
- Awards ceremony and media announcement, in conjunction with the [Points of Light Conference](#)
- Sector education and learning opportunities post-announcement

How is The Civic 50 judged?

The latest survey instrument consists of quantitative and multiple-choice questions that inform The Civic 50 scoring process, and summary narrative questions to capture case study material for highlighting best practices. To calculate a corporation's score, points are accrued in the following dimensions: Investment (1,000 points), Integration (1,000 points), Institutionalization (1,000 points) and Impact (1,000 points). The four dimensions are defined as follows:

- Investment: How extensively and strategically the company applies its resources to community engagement in the US, including employee time and skills, cash, in-kind giving and public leadership.
- Integration: How a company's U.S. community engagement program supports business interests and integrates into business functions, or how it "does well by doing good."
- Institutionalization: How the company supports community engagement in the U.S. through its institutional policies, systems, and incentives.
- Impact: How the company measures the social and business impact of its U.S. community engagement program.

What are the qualifications for The Civic 50 companies?

All private and public companies with revenue of \$1 billion and over are invited to participate in the survey. Companies must conduct operations in the United States.

How are The Civic 50 companies ranked?

Companies are recognized as The Civic 50 honorees in alphabetical order. The top company in each of the eleven The Civic 50 sectors will be recognized as sector leaders (for a complete list and description of the sectors, reference the [Global Industry Classification Standard guide](#)). Only the rankings of the top 50 companies will be shared publicly with attribution. Names and rankings of companies that participate, but do not have rankings qualifying for The Civic 50, will be kept confidential. All other information submitted on The Civic 50 application may be

aggregated and shared for benchmarking and continuous improvement purposes, but will be anonymous (not attributed to any specific company).

What is the timeline for The Civic 50?

The survey for 2019 will open December 11, 2018 and remain open until March 10, 2019. Points of Light will review the survey and send notifications in spring 2018 to notify honorees. The official announcement of The Civic 50 will take place at the Points of Light Conference (June 18-20 in St. Paul, MN).

For all other questions, please email civic50@pointsoflight.org.

The Civic 50 Talking Points and Statistics¹

- The Civic 50 is an initiative of Points of Light designed to identify and honor the 50 most community-minded companies in the nation.
- The Civic 50 sets the standard for corporate civic engagement nationwide and creates a roadmap for companies seeking to best use their time, talent, and resources to improve the quality of life in the communities where they do business.
- The Civic 50 survey translates good intentions into sound business practices. The survey acts as a benchmarking and best practices sharing tool for community engagement for The Civic 50 companies.
- The Civic 50 evaluates companies according to four dimensions that are at the core of their strategy to translate good intentions into sound business practices: investment, integration, institutionalization, and impact
- The survey was administered by True Impact, a company specializing in helping organizations maximize and measure their social and business value.
- The Civic 50 honorees support nonprofits through matched employee donations, pro bono support, strategic partnerships, board leadership, virtual mentoring or skills-based volunteering, and hands-on volunteer support.
- 76% of The Civic 50 companies measure the social outcomes of their volunteer programs, going beyond measuring outputs
- 62% of The Civic 50 companies took leadership positions on national public education or advocacy efforts
- 43% of The Civic 50 companies are engaging in multi-faceted investments by giving additional support to nonprofits through volunteers, in-kind goods, or multi-year pledges

¹ Statistics are from the 2017 Civic 50 honorees. For more information, visit www.civic50.org.

Outreach Templates

Sample Email 1:

Dear [insert name here],

The 2019 The Civic 50 survey has just launched—and we think you should be a part of it. The Civic 50, an initiative of Points of Light, recognizes and honors the 50 most community-minded companies in the nation. 2019 marks seven years of corporate champions for community—community health, educational initiatives, digital access, nature conservancy, and wellness.

We greatly appreciate all the work you do to support our programs and initiatives. Our collaboration strengthens not only our core mission, but enhances the longevity and sustainability of our organization. **We believe [insert company name] would be a great contender for the The Civic 50, thanks to your commitment and innovation in community engagement and employee volunteering.**

Applying for The Civic 50 is easy: just go to www.civic50.org. It is recommended that the highest ranking community engagement and initiatives employee should fill out the survey to maintain accuracy and clarity of the company's initiatives. Companies will be informed of their status in spring 2019. **All companies—regardless of whether or not they are an honoree—will receive a complimentary scorecard with personalized results from their community engagement programs scored on the four dimensions of The Civic 50.**

Interested in applying, but need more information? Visit www.civic50.org for information on previous winners, media highlights from The Civic 50, and the best practices and benchmarking report, or email civic50@pointsoflight.org with any further questions.

Thanks for all you do!

Yours in service,

[name]

Sample Email 2:

Dear [insert name here],

Points of Light, the world's largest organization dedicated to volunteer service, is recruiting for The Civic 50. What is The Civic 50? The Civic 50 **recognizes and honors** the 50 most community-minded companies in the nation through an annual survey. Honored every year at the Points of Light [Conference on Volunteering and Service](#), The Civic 50 is a roadmap for how companies can turn good intentions into sound business practices.

2019 marks seven years of The Civic 50—and this year, they're looking for the champions of community involvement. For six years, The Civic 50 has celebrated best practices for good corporate citizenship through its recognition efforts, a comprehensive benchmarking report, and continuing education efforts (for more information, visit The Civic 50 [website](#)).

As a community leader, we believe [insert company name] should apply for The Civic 50. [insert examples of community work]. You help our organization by ensuring our mission becomes a reality—and we think you should get recognized for your hard work through The Civic 50.

Applying for The Civic 50 is easy. Simply go to The Civic 50 [website](#) and start the survey today. Points of Light is happy to help with any survey queries or concerns—either send them an [email](#) or sign up for one of their technical assistance webinars (find more info on at www.civic50.org). Companies will be informed of their status in spring 2019. **All companies—regardless of whether or not they are an honoree—will receive a complimentary scorecard with personalized results from their community engagement programs scored on the four dimensions of The Civic 50.**

Other questions? Email civic50@pointsoflight.org for more information.

Thanks for all you do for the community at large.

Best,

[insert name here]

Sample Social Media Posts

- **Twitter**

.@PointsofLight recognizes community-minded companies. Are you one of the corporate champions? Take the survey today: civic50.org

.@Points of Light is looking for next cohort of corporate champions. Does your org value community engagement? Take survey: civic50.org

Be recognized for your work with #nonprofit partners and community stakeholders: take the #Civic50 survey today! www.civic50.org

- **Facebook**

The Civic 50, an initiative of @Points of Light, recognizes and honors the fifty most community-minded companies in the nation by annual survey. The Civic 50 honorees are identified for their investment in the communities where they do business, their support and encouragement of employee volunteers, and their prolific work with nonprofit partners around the country. Is your organization a community engagement champion? Take The Civic 50 survey today. (www.civic50.org).

Questions? Email civic50@pointsoflight.org for more information.

- **LinkedIn**

The Civic 50, an initiative of @Points of Light, recognizes and honors the fifty most community-minded companies in the nation by annual survey. The Civic 50 honorees are identified for their investment in the communities where they do business, their support and encouragement of employee volunteers, and their prolific work with nonprofit partners around the country. Is your organization a community engagement champion? Take The Civic 50 survey today. (www.civic50.org).

- **Newsletter**

Recognition opportunity for corporate partners: [The Civic 50](#), an initiative of [Points of Light](#), recognizes and honors the fifty most community-minded companies in the nation by annual survey. The Civic 50 honorees are identified for their investment in the communities where they do business, their support and encouragement of employee volunteers, and their prolific work with nonprofit partners around the country. Is your organization a community engagement champion? [Take The Civic 50 survey today.](#)

Civic 50 in the Media

The following are press releases and media coverage of the 2017 Civic 50:

- [Points of Light Announces Top 50 Community-Minded Companies](#)
Points of Light | June 2017
- [Employees' Power to Drive Social Impact is Good for Business](#)
MilTech | June 2017
- [Allstate Recognized as One of the 50 Most Community-Minded Companies in the U.S.](#)
Cision | June 2017
- [Spotlight on Business: KeyBank Recognized](#)
Press Republican | June 2017
- [Steelcase honored as one of the country's most civic-minded companies](#)
MLive | June 2017
- [Points of Light recognizes CVS Health](#)
American Pharmacists Association | June 2017
- [Banfield Pet Hospital Recognized Among 50 Most Community-Minded Companies In The U.S.](#)
Cision | June 2017
- [Dr Pepper Snapple Group Recognized As One Of The 50 Most Community-Minded Companies In The United States For Fifth Consecutive Year](#)
Vending Market Watch | June 2017
- [KeyBank added to list of most civic-minded banks in the U.S.](#)
The Phoenix Reporter & Item | June 2017
- [8 healthcare companies named among 50 most community-minded companies](#)
Becker's Hospital Review | June 2017
- [TCS among US' 50 top community-minded companies](#)
Bureaucracy Today | June 2017
- [KeyBank recognized as one of 50 most community-minded companies in US](#)
Niagara Frontier Publications | June 2017
- [Furniture maker is one of nation's most 'community-minded' companies](#)
Grand Rapids Business Journal | June 2017
- [2017 Industry Guide: Valero takes pride in being a good neighbor](#)
St. Charles Herald Guide | July 2017
- [KeyBank makes 50 Most Community-Minded Companies list for fourth time](#)
Observer Today | July 2017
- [WellCare Health Plans Receives the 2017 "The Civic 50" Award from Points of Light for Outstanding Community Engagement](#)
Cision | June 2017

Contact Information

General inquiries:

civic50@pointsoflight.org