**The Civic 50 [LOCATION] Honoree Communications Toolkit**

Congratulations on being named one of the most community-minded companies as part of The Civic 50 [LOCATION] ! Your commitment to becoming a supporter and steward of community resources and improving the area where you work and live is something to be celebrated and honored. Below you will find a communications toolkit to help you announce your award.

If you have any questions, please contact [HOST SITE CONTACT]

**Key Messaging & Talking Points**

* The Civic 50 [LOCATION] is an initiative Points of Light in partnership with [HOST ORGANIZATION], designed to recognize and celebrate the 50 most community-minded companies in our [LOCATION].
* The Civic 50 [LOCATION] sets the standard for civic engagement and creates a roadmap for companies seeking to best use their time, talent and resources to drive social impact in their company and community.
* By identifying and celebrating the practices of the most community-minded companies in our [LOCATION], [HOST ORGANIZATION] is lighting a path for business leaders who want to help their companies translate good intentions into sound business practices.
* The Civic 50 [LOCATION] survey helps companies become more active leaders in the Corporate Social Responsibility field and provides valuable benchmarking data to better understand and grow their community impact.
* The Civic 50 [LOCATION] selects companies based on four dimensions of their community engagement program – investment of resources, integration across business functions, institutionalization through policies and systems and impact measurement.

**Media Release Template for Honorees**

**For Immediate Release**

**EMBARGOED UNTIL [DATE/TIME]**

**[COMPANY] RECOGNIZED AS ONE OF THE 50 MOST COMMUNITY-MINDED COMPANIES IN [CITY/COUNTY/STATE]**

**[CITY, STATE] – [COMPANY]** has been named an honoree of The Civic 50 [LOCATION] by [HOST ORGANIZATION] and Points of Light, the world’s largest organization dedicated to volunteer service. The award recognizes [COMPANY] as one of the 50 most community-minded companies in [CITY/COUNTY/STATE] determined by an independently administered and scored survey. The Civic 50 [LOCATION] initiative, modeled after Points of Light’s national program, provides a standard for superior corporate citizenship and showcases how companies can use their time, skills and resources to drive social impact in their company and communities.

The Civic 50 [LOCATION] honorees will be officially recognized at [EVENT].

[QUOTE FROM COMPANY]

[QUOTE FROM HOST ORGANIZATION]

The Civic 50 [LOCATION] survey is administered by True Impact, a company specializing in helping organizations maximize and measure their social and business value and consists of quantitative and multiple-choice questions that inform scoring process.

For more information about The Civic 50 [LOCATION] and this year’s honorees, visit [LINK]

# # #

**About** [COMPANY BOILERPLATE]

**About** [HOST SITE BOILERPLATE]

**About Points of Light**

Points of Light – the world’s largest organization dedicated to volunteer service – mobilizes millions of people to take action that is changing the world. Through affiliates in 250 cities across 37 countries and in partnership with thousands of nonprofits and corporations, Points of Light engages 5 million volunteers in 20 million hours of service each year. We bring the power of people to bear where it’s needed most. For more information, go to www.pointsoflight.org.

**Email Announcement Template**

We are excited to share that [COMPANY] has been named an honoree of The Civic 50 [LOCATION] by [HOST SITE] in partnership with Points of Light, the world’s largest organization dedicated to volunteer service.

The Civic 50 [LOCATION] initiative, modeled after Points of Light’s national program, provides a standard for superior corporate citizenship and showcases how companies can use their time, skills and resources to drive social impact in their company and communities.

We’re honored to receive this distinction for our continuing efforts to connect our business values to the needs of our community.

[COMPANY] will be officially recognized at [EVENT].

**Social Media**

Whenever possible, please use the designated hashtag and tag (@) the host organization and Points of Light ([LinkedIn](https://www.linkedin.com/company/pointsoflight/)/[Twitter](https://twitter.com/PointsofLight)/[Facebook](https://www.facebook.com/beapointoflight/)/[Instagram](https://www.instagram.com/pointsoflight/)) in your social media posts to help us track and share your content.

* We’re honored to been named one of [LOCATION’S] 50 most community-minded companies by [HOST ORGANIZATION] and @Points of Light as part of the The Civic 50 [LOCATION]. [COMPANY] is committed to creating a culture of service within our company and using our time, talents and resources to support our local community. Learn more: [LINK] [HASHTAG]
* [COMPANY] has been named as one of the most community-minded companies in [CITY/COUNTY/STATE]! Recognized by [HOST ORGANIZATION] and @Points of Light, The Civic 50 [LOCATION] showcases how companies can use their time, skills and resources to drive social impact in their company and communities. Learn more: [LINK] [HASHTAG]
* Our commitment to community landed us on the [YEAR] list of honorees for The Civic 50 [LOCATION] by [HOST ORGANIZATION] and @Points of Light! Learn more: [LINK] [HASHTAG]
* We have been named one of the [CITY/COUNTY/STATE] most community-minded companies by [HOST ORGANIZATION] and @Points of Light as an honoree of The Civic 50 [LOCATION]: Learn more: [LINK] [HASHTAG]

**Tips to Leverage Your Honoree Designation**

* **Local & Regional News Release**. Distribute a customized copy of the press release to your own media list or via a newswire and consider partnering with other honoree companies.
* **Blog Post**. Encourage company executives or senior leaders to share how corporate social responsibility is supporting their community and business goals and share across your digital platforms.
* **Company Newsletter**. Circulate news of the win to employees via internal publications, using messaging from this toolkit. Engaging senior leadership to send a notification to employees is a great way to involve employees in your company’s corporate responsibility initiatives and strategies.
* **Social Media**. Use the social media messages and graphics provided to promote your achievement Facebook, Twitter, LinkedIn, Instagram and other digital platforms. Make sure to tag the host site organization and Points of Light and use the pre-determined hashtag wherever possible.
* **Email Announcement**. Circulate news of your win in an email blast to your stakeholders, donors, clients, and other important individuals and organizations. We encourage companies to share the update with nonprofit and other community partners.
* **PR Boilerplate**. Update your company boilerplate to include mention of your recognition as an honoree of The Civic 50, and your commitment to community engagement.
* **Honoree Logo Badge**. Post the logo on your company’s website, business cards, newsletters or other materials.
* **Brown Bag Lunch or Webinar**. Discuss findings from the survey in a brown bag lunch or webinar with your employees to celebrate your company’s honor, discuss what it means to be a community-minded company, and hear about how employees are serving their community or what they are passionate about. A Points of Light representative would be happy to present about The Civic 50 on this webinar, with company representatives.
* **Annual Report**. Promote your win in your next annual report. Consider highlighting how your civic involvement has affected customer loyalty or the bottom line.
* **Email Signature**. Include the logo or a short sentence highlighting the achievement in your email signature.
* **Promotional Video**. Create a short video highlighting your status as an honoree and promoting your community engagement programs.
* **Service Project**. Celebrate by engaging community partners and employees in a service project, and continuing your dedication to investing in communities