



Congratulations!

HONOREE BRIEFING

THE CIVIC 50

A Roadmap for Good Corporate Citizenship

BRIEFING AGENDA

1. Announcement Plan & Key Dates
2. Online Honoree Toolkit
3. Marketing Assets & Graphics
4. Honoree Spotlight Content
5. Points of Light Conference
6. Benchmarking Reports



ANNOUNCEMENT PLANNING

POINTS OF LIGHT

- National press release on 3BL and Points of Light's sites
- Social media posts
- Re-sharing honoree social media posts
- Preliminary key insights and honoree stats

HONOREE COMPANIES

- National *and* local press releases
- Social media posts by the company, executives, and employees (tag Points of Light)
- Internal communications to employees and key stakeholders
- After the announcement
 - Include in PR boilerplate
 - Include in CSR and annual report
 - Include in email signatures
 - Ongoing learning opportunities

KEY DATES

May 14: Public Announcement by Points of Light & Honoree Companies

May 31: Deadline to provide honoree spotlight content

June 11-14: Points of Light Conference in Houston, Texas

July 16: Honoree Insights Webinar & Report Released



HONOREE TOOLKIT



The Civic 50 announcement is embargoed! Please do not release any public statements or share broadly until May 14.

MARKETING TOOLKIT

USE THESE TIPS AND RESOURCES TO CELEBRATE AND PROMOTE YOUR COMPANY AS A 2019 HONOREE OF THE CIVIC 50

RESOURCES TO LEVERAGE YOUR ACHIEVEMENT

Congratulations on being selected as one of the fifty most community-minded companies in the United States for 2020 based on The Civic 50 annual survey! We created this communications toolkit to equip honorees with the resources needed to promote this achievement with employees, community partners, external stakeholders, and the media. Later this summer we will also distribute The Civic 50 Honoree Insights Report and host a series of webinars to share best practices.

The Civic 50 HONOREE LIST IS EMBARGOED! We ask that you do not release any public statements about The Civic 50 until after June 8 at 12 p.m. ET, but encourage you to share an embargoed press release with your trusted key media partners.

If you have any questions about these materials or media related opportunities, please email civic50@pointsoflight.org.

PRESS RELEASE TEMPLATE

Download a sample press release below.

DOWNLOAD

TALKING POINTS & SOCIAL MEDIA MESSAGES

LOGOS & GRAPHICS
KEY MESSAGES & TALKING POINTS
INTERNAL COMMUNICATION EMAIL
SOCIAL MEDIA POSTS

The Civic 50 in Text

When referring to The Civic 50, it is necessary to capitalize and include - it not be used as a standalone phrase.

Graphics & Logos

- The Civic 50 logos
- The Civic 50 badge
- Honoree graphics (coming soon)
- Virtual background (coming soon)



HONOREE TOOLKIT

- Press release template
- Key messages and talking points
- Quote from Points of Light CEO
- Logos and badges
- Social media posts and graphics
- Employee graphics (New!)
- Announcement press release URL
- Virtual backgrounds
- PDF certificates for each honoree
- Tips to leverage your honoree designation
- Brand guidelines
- Lapel pin order form

pointsoflight.org/the-civic-50-honoree-toolkit



POINTS OF LIGHT

MARKETING ASSETS



CERTIFICATE
OF **RECOGNITION**

Points of Light proudly recognizes:

COMPANY NAME

as one of the fifty most community-minded
companies in America

Neil Bush

NEIL BUSH
BOARD CHAIR
POINTS OF LIGHT

2023

POINTS OF LIGHT

The image shows a vertical electronic certificate template. It features a green and blue ribbon design with the 'THE CIVIC 50' logo. The text includes 'CERTIFICATE OF RECOGNITION', a placeholder for a company name, and a signature line for Neil Bush, Board Chair of Points of Light. The year '2023' is prominently displayed at the bottom.

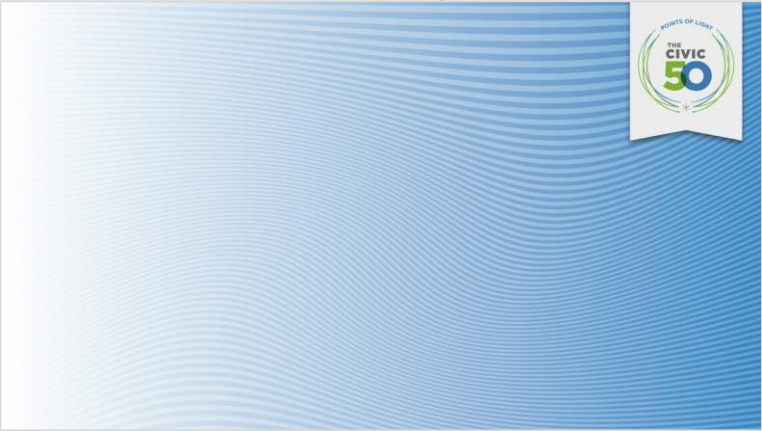
Electronic certificates



Logo



Logo badge



Virtual backgrounds



Logo badge with years

MARKETING ASSETS



Customizable social media graphics



Employee graphics (new!)



HONOREE SPOTLIGHTS

To celebrate and promote each honoree, we invite you to share with us content that we can use to spotlight your company on social media in the days following the announcement. Email Jeff Ader at jeffader@pointsoflight.org by May 31.

Examples include, but are not limited to:

- High resolution photo(s) with a caption or video
- An impact or engagement stat
- A quote or statement from a CSR leader or executive
- A link to your CSR or social impact report or webpage to learn more

Please note all company account tags and hashtags that you would like included.



CONTINUE THE CELEBRATION!

Network with 1,500 peers and participate in 70+ workshops and events on topics including:

- ✓ Engaging hourly, union and hard-to-reach employees
- ✓ Scaling global skills-based volunteering
- ✓ Connecting employee engagement and wellbeing
- ✓ Engaging GenZ through corporate volunteerism
- ✓ Leveraging data for philanthropic decision-making
- ✓ Corporate virtual volunteering
- ✓ Building transformational mentorship programs
- ✓ Corporate social impact sector trends and insights
- ✓ How companies can support voting and elections

Until May 31, CSC members can save an additional 15%



**POINTS
OF LIGHT
CONFERENCE**

**JUNE 11-14, 2024
HOUSTON, TX**

PRESENTING SPONSOR



PLATINUM SPONSOR



SILVER SPONSORS



BRONZE SPONSOR



SUPPORTERS



SCORECARD REPORTS



Dimension	Score	Overall			Sector	
		Rank	Tier	Medal	Rank	Tier
Overall	#,###	Top 50: Yes			--	
Dimension 1: Investment	###	5	Top 10%		1	Top 10%
Dimension 2: Integration	###	67	Lower 25%		11	Top 50%
Dimension 3: Institutionalization	###	35	Top 25%		2	Top 10%
Dimension 4a. Impact (social)	###	62	Lower 25%		7	Top 50%
Dimension 4b. Impact (business)	###	48	Top 50%		6	Top 25%

REPORT OPTIONS

- Individual (free)
- Sector
- Comprehensive

Scored Questions	Your Entry	Score % tot pts	Overall / [Your Sector]		
			Your Rank	Vs. Avg.	Percentile
Dimension 1: Investment	-	###	5	43%	Top 10%
Q1. Participants	32%	75%	23	47%	Top 25%
Q2. Hours / # employees	13.2	100%	5	45%	Top 10%
Q3. % Skills Based	12%	75%	45	12%	Top 50%
Q4. Value (grants) / revenues	.031%	100%	3	76%	Top 10%
Q4. Value (grants) / Q5. Number	\$52,500	50%	2	65%	Top 10%
Q6. % Multifaceted Investment	13%	25%	61	-38%	Lower 25%

Scored Questions	Your Entry	Score % tot pts	Overall / [Your Sector]				
			Your Rank	Top 10% if more than	Top 25% if more than	Top 50% if more than	Lower 25% if more than
Dimension 1: Investment	-	###	5	###	###	###	###
Q1. Participants	32%	75%	23	38%	30%	23%	12%
Q2. Hours / # employees	13.2	100%	5	12	6.7	4.6	2
Q3. % Skills Based	19%	75%	45	27%	18%	12%	6%
Q4. Value (grants) / revenues	.031%	100%	3	.03%	.024%	.018%	.01%
Q4. Value (grants) / Q5. Number	\$52,500	100%	2	\$45,455	\$38,642	\$27,054	\$18,754
Q6. % Multifaceted Investment	13%	25%	61	38%	30%	23%	12%



PROVING VALUE



VOLUNTEERISM

Highlight your successes by adding context to your performance using either external benchmarks (overall or industry) or internal benchmarks (your previous performance).

EXAMPLE	2024 Results	vs Overall	vs Industry	vs 2023
External volunteerism:	41%	Top 50%	Top 10% ✓	+2%
Internal volunteerism:	18%	Lower 25%	Bottom 25%	-12%
Hours per volunteer:	25.5	Top 25% ✓	Top 50%	+1%
% Skills Based:	15%	Lower 25%	Top 50%	+50% ✓

We have much to be proud of:

- *41% of our employees volunteer (top 10% of our industry)*
- *25.5 volunteer hours donated per employee (avg) (top 25% of companies overall)*
- *50% increase in skills-based volunteerism”*



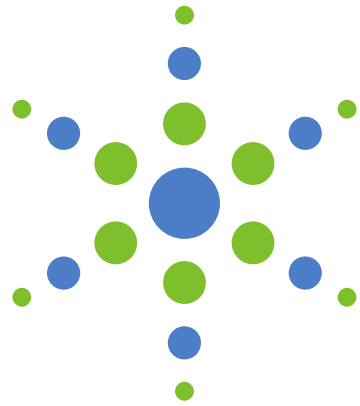
IMPROVING VALUE



VOLUNTEERISM

Target items that could use improvement AND that you have control over. Set goals for next year.

EXAMPLE	2024 Results	2025 Goals	Tactics / Notes
External volunteerism:	41%	--	Already top 10%.
Internal volunteerism:	18%	27% (50% gain)	Likely attainable by coordinating with ERGs; posting opportunities on volunteer management platform.
Hours per volunteer:	25.5	31 (Top 25% industry)	Leadership warm to 8 hours PTO for volunteering; seek to push through.
% Skills Based:	15%	21% (Top 25% industry)	Expand upon successful SBV push from last year.



POINTS OF LIGHT