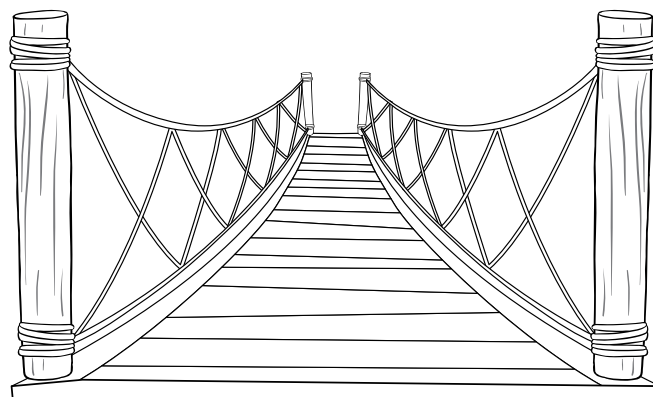


Building Bridges Through Stories: A CSR Storytelling Playbook



Stories are bridges. Stories connect employees to purpose, companies to communities, and impact to action. In CSR, storytelling isn't just about sharing what you do – it's also about making people feel why it matters.

The most powerful CSR stories are those that humanize impact, inspire engagement, create loyal customers, and drive both change and business goals. This Playbook will guide you through a simple, repeatable process for finding, crafting, and sharing stories that strengthen your company's social impact efforts.

Use this framework to ensure your CSR stories build bridges – between your employees and the causes they care about, between your company's values and its actions, and between your audience and the larger movement for good.

Let's get started.

(By the way, this guide isn't meant to be an exhaustive resource. Instead, it's a starting point to spark ideas, structure your storytelling, and help you bring your impact stories to life. Use it as a flexible tool to capture and share the stories you want to tell.)

Step 1: Find Your Stories

Where will you source impactful stories? Think:

Employee volunteer program – did an employee's experience change their perspective?

Grant/funding impact reports – what's a powerful example of your funding making a difference?

Nonprofit partner feedback – what stories are your nonprofit partners sharing?

Employee resource groups – how are your company's ERGs driving social impact in unique ways?

Other: _____

Step 2: Check for Core Elements

Does your story include...

Human connection – who is at the heart of this story?

Impact details – what problem was solved and what was the outcome?

Purpose bridge – how does this connect to company values and mission?

Call to action - what should someone do after reading your story?

Step 3: Choose the Best Format

What's the most engaging way to tell this story? Is it:

Written – blog post, newsletter

Visual – photo series, infographic, social media carousel

Video – employee or nonprofit partner testimonial

Step 4: Create a Cadence

How often will you collect and share stories?

Weekly

Monthly

Quarterly

Step 5: Measure Success

How will you know your story made an impact? Might it be through:

Engagement metrics – clicks, shares, comments

Consumer/Employee feedback – did it inspire action?

Story outcomes – did more employees get involved?

Step 6: Identify Resource Needs

What do you need to make this happen?

Team support – who will help collect and tell stories?

Tools and technology – do you need a video editor? Do you have access to social media channels?

Budget – any costs for production or promotion?