



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 PR Newswire and Points of Light site
- Social media posts
- Re-sharing honoree social media posts
- 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 ESG reports
 - Include in email signatures
 - Ongoing learning opportunities

KEY DATES

May 9: Deadline to provide honoree spotlight content

June 4: Public honoree announcement at the Points of Light Conference

June 4: Honoree Insights & Benchmarking Report Released



POINTS OF LIGHT

Join us in Celebrating!

- Mainstage Announcement
- Business Reception
- Business & Social Impact Forum
- Actionable CSR Workshops



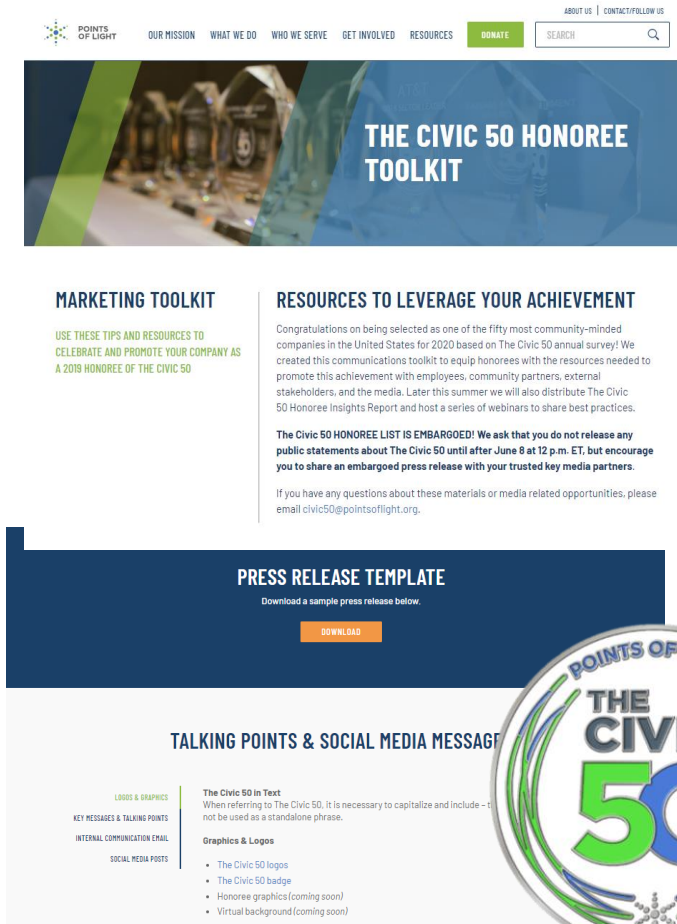
CSC members can save an additional 15%



**POINTS
OF LIGHT
CONFERENCE**
JUNE 3-6, 2025
NEW ORLEANS

#POINTSOFLIGHT25

HONOREE TOOLKIT



The Civic 50 announcement is embargoed! Please do not release any public statements or share broadly until June 4.

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
- Announcement press release URL
- Virtual backgrounds
- PDF certificates for each honoree company
- Tips to leverage your honoree designation
- Brand guidelines
- Lapel pin order form

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



POINTS OF LIGHT

MARKETING ASSETS



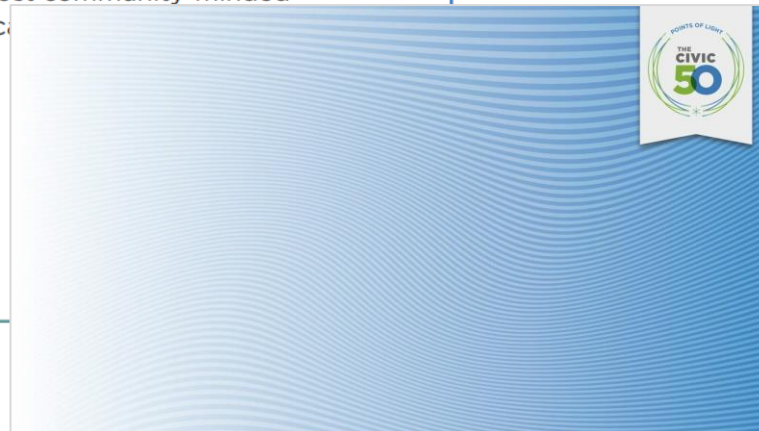
Electronic certificates



Logo



Logo badge



Virtual backgrounds



Logo badge with years

MARKETING ASSETS

Named one of 2025's most
community-minded businesses.

INSERT
YOUR LOGO
HERE



Customizable social media graphics



Named one of 2025's most
community-minded businesses.

INSERT
YOUR LOGO
HERE

I'M PROUD
to work for a
company recognized
for our commitment
to community.



Employee graphics

I'M PROUD
to work for
a company
recognized for
our commitment
to community.



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 9.

Examples include, but are not limited to:

- High-resolution photo(s) or a video
- Short caption
- Link to your CSR or social impact report or webpage

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



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

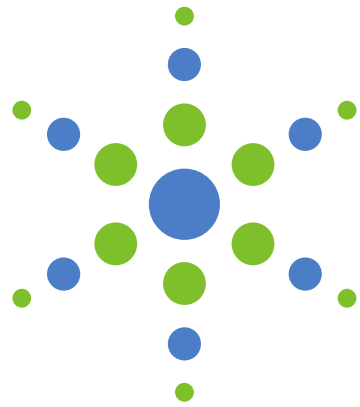
- Individual (free)
- Sector
- Comprehensive

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. % SkillsBased	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. % SkillsBased	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%



POINTS OF LIGHT



POINTS OF LIGHT