



Five Articles to Engage Donors

released for Fall 2018

Use the articles below--which feature on trend topics--to instantly boost donor engagement with your brand.

Ideal for:

- Blog posts
- LinkedIn articles
- E-newsletter features
- Printed materials

Cut and paste the text directly into your own channels, or easily edit and rework the articles to meet your needs.

Article #1

Purpose: Reinforce that your donors have access to many resources through the community foundation

Title: We're all in this together

When you're part of a community foundation, you know you're maximizing the results of your charitable involvement, no matter which causes you support. Why? Here are three reasons:

1. Big impact.

Your community foundation offers unparalleled opportunities to learn about causes and initiatives in the community that are making a meaningful difference in the lives of others. Passionate about early childhood education? Your community foundation can tell you about innovative programs and organizations that are moving the needle. Looking for two or three charities that need immediate funding, even if just a few hundred dollars, to fill gaps in their technology? Your community foundation has its finger on the pulse of the most immediate and pressing needs in our region. Interested in learning how you and



your family can support a favorite cause through your estate plan? Your community foundation can put you in touch with the right experts. The bottom line is that your community foundation knows how to help you make an impact in the ways that are right for you.

2. Great connections.

One of the most valuable reasons to be part of the community foundation is the quality of relationships you can build with other donors. Your community foundation has created a well-connected family of giving, and you're part of it. Ask the team at the community foundation to introduce you to other donors who care about the same causes you're supporting. You can even let the community foundation know that you'd be happy to host a gathering of donors, in your home or at one of your favorite nonprofits, to share ideas and stories about making a difference.

3. Lots of options.

The team at your community foundation understands that giving to favorite causes means a lot more to you than just writing checks or using a credit card to donate online. We know that philanthropy is an important part of your life because it helps you stay connected and thriving in the community you love. That's why the community foundation offers many giving vehicles, so you can choose the ones that best meet your needs. Options include donor-advised funds, field of interest funds, designated funds, unrestricted funds, online giving tools, giving circles, and scholarship funds. Talk to the community foundation team about structuring a giving plan that's right for you and your family.

Thank you for the opportunity to celebrate philanthropy, together!

Article #2

Purpose: Lay the groundwork for unrestricted gifts

Title: Investing in your community is good for everyone



Philanthropy has become a part of who we are. Social media and community impact are intertwined with connectedness between human beings. In today's social impact culture, the lines between work, life, and community are blurring. We all see ourselves as part of a community--an ecosystem--whether we work at a nonprofit, participate in giving as a family or on our own, or advise our clients about charitable gift planning.

The team at the community foundation understands that our community needs to see the results of giving through statistics that matter and stories of real people whose lives have been changed for the better.

We know our region deserves a social impact partner who is in touch with the community's greatest needs and helps people and organizations work together to fill the gaps, so everyone feels great about improving lives.

We believe families want to be involved in philanthropy and that philanthropic legacies are community treasures to be passed down through the generations. We believe nonprofits in our community need to get a benefit from the rising philanthropic investments in our society. We believe employees want to work for companies and organizations who care about people as human beings.

Everyone deserves to live an active, healthy, well-rounded life where connection to community and personal well-being go hand-in-hand, for both givers and receivers.

Together, we are the community, and we are the community's foundation. We are here for you, for your family, for the nonprofits you support and love, for the companies you build, for the collective and greater good, for generations to come.

This is your community, and the community foundation is *your* foundation. Contact us today to learn how you can get involved, whether by setting up your own family, individual, or corporate fund, or by joining with other donors to help the community foundation address our region's most pressing issues through an unrestricted gift.

Article #3

Purpose: Demonstrate that your community foundation is on top of the trends in donor behavior, beyond writing checks to charities

Title: What recycling means to your “doing good” personality type

Recycling and respecting a sustainable environment are growing in popularity as key components of healthy, well-rounded life. At the community foundation, we understand this, and we celebrate it. Indeed, nearly 90 percent of respondents in a national donor survey conducted by the Social Impact Benchmark cited recycling as a preferred way to do good, right alongside giving to favorite charities.

Here is how recycling plays into all three “Social Impact Personality Types.” Which one are you?

Activator

What an Activator says about recycling:

- “It’s our responsibility as humans and civilizations to leave the earth in better shape than we found it.”
- “I make certain to track the latest scientific studies about global warming and the melting of the polar ice caps. I need to stay informed.”
- “I simply cannot work for a company that does not clearly commit to best practices in sustainability.”

Four Recycling Activities Activators Enjoy

1. Writing letters to elected officials advocating for conservation legislation.
2. Advocating for a zero-waste-to-landfill program at work.
3. Investigating best practices for a rooftop garden in the neighborhood and assisting with plans for its development.
4. Making phone calls to local food retailers who don’t display recycling bins near the checkout counter or another spot where customers can easily deposit recyclable materials.

Connector

What a Connector says about recycling:

- “Our family loves spending time outside and appreciating the beauty of our natural environment.”
- “I like to attend informational meetings in my community about the latest efforts to generate renewable energy.”

- “My ideal workplace is a LEED certified building. The positive energy is a real boost for me and my colleagues.”

Four Recycling Activities Connectors Enjoy

1. Structuring weekend outings around visiting a farmers’ market.
2. Prioritizing national parks when selecting vacation destinations.
3. Adopting a family pet from rescue agencies or animal shelters.
4. Teaching children at a very young age about the rules for recycling.

Investor

What an Investor says about recycling:

- “I don’t hesitate to call my local waste management company whenever I have questions about how to get rid of large items, paint, and dead branches. I want to dispose of it in the right way.”
- “We have a glass recycling center about a mile away, and I plan my route to work so I can drop off empty bottles.”
- “Our neighborhood dry cleaners is environmentally savvy. The owner has won awards for its eco-friendly cleaning process. That’s the dry cleaner I use!”

Four Recycling Activities Investors Enjoy

1. Growing organic gardens and using the produce at every meal possible.
2. Placing a recycling bin in every room of the house where waste is discarded.
3. Replacing plastic silverware with stainless steel (and volunteering to wash the dishes) in the break room at work.
4. Installing energy-saving light bulbs in every fixture in the house.

Whatever personality type you may be, your friends at the community foundation want to help you celebrate philanthropy in all its many forms, including making the environment a priority.

Article #4

Purpose: Show donors you truly care what they think and want to understand how they approach their overall philanthropy

Title: Understanding what you believe is our priority for helping you shape your family's philanthropic vision

At the community foundation, we are committed to helping you fulfill your community dreams through the power of giving. This commitment starts with a promise to understand your goals and beliefs. That's because your goals and beliefs are fundamental building blocks of your approach to supporting the community through your gifts of time, talent, and treasure.

We'd love to share a few of the beliefs reported by donor families across the country, collected by Social Impact Benchmark researchers, as an illustration of just how powerful and inspiring today's donor mindset really is.

- “We are people who love working together to build something great.”
- “Our family embraces diverse beliefs and talents, and we want to support diversity in our philanthropy.”
- “We are people who truly celebrate the opportunity to support others. We believe it's a gift to be able to share a little bit of what we have with others who need it.”
- “Our family makes time for social impact activities in our professional and personal lives, whether we choose volunteering, giving to charities, serving on boards, or donating necessities to families in need.”
- “Our family is happy to be working with community leaders and community foundation professionals who understand that work, life, and community are

fluid in the world we live in. Without that understanding, we don't think our community priorities will be taken seriously."

- "We are a family that makes wellness a priority, and we're grateful it's a priority in our workplaces, too. This commitment carries through to our work with the community foundation because our family fund is a rallying point as we plan get-togethers at fundraising events where we can be physically active, such as 5Ks and golf tournaments to support favorite causes."
- "We know that caring for our *own* health is a key factor in our ability to participate in community causes that make a difference. We do not take that for granted in our family. This helps us fulfill our goal to be the type of people who conduct philanthropic activities through a deep understanding that all human beings are connected to each other."
- "Everyone deserves to flourish in a society that celebrates making a difference--everywhere and for everyone. That's our family philanthropy spirit."

Understanding what you believe is an important part of the community foundation's discovery process in working with you and your family as donors. We are committed to exploring these topics with you as we work alongside you and your family to build your community legacy.

Article #5

Title: Strengthen your corporate culture through the power of giving

Purpose: Inspire donors who work at companies to see your community foundation as a valuable resource

The community foundation is committed to staying up to date with philanthropy trends in every setting, including the workplace. Recently we've seen an increase in



conversations with local companies about the important role of “doing good” in corporate culture. This gives us a terrific opportunity to dig deeper into some of the reasons people truly love their jobs, and how philanthropy fits in.

Here are three reasons people love their jobs, based on the mindset of today's socially-conscious employee.

Reason 1: “You get me.”

People who love their jobs are more likely to make comments like this one:

“My company makes a genuine effort to match my job duties and work conditions with my strengths and preferences.”

This means more than just positive reinforcement and real-time feedback for growth. Hundreds of employees interviewed by a Social Impact Benchmark study reported that they are most delighted when their employers take the time to help them understand themselves, as well as how they are suited for a particular job.

“Millennials feel underutilized and believe they’re not being developed as leaders.” Deloitte Millennial Survey

Tools like the DiSC and Myers-Briggs Type Indicator are useful; however, faster, cheaper alternatives are now available and can work just as well. For example, next generation workplace culture tools may include diagnostics that can help instantly empower an employer to:

1. Offer leadership roles to appeal to employees who are "Accelerators"--people who want to lead others in making things happen.
2. Offer socializing opportunities to appeal to "Interactors"--people who want to work alongside others to do good in the workplace, community, and world.
3. Offer dashboards and giveaway opportunities to appeal to "Enterprisers"--who are people who want to dig in themselves and support a cause.

Your community foundation can help you find the right tools for your company and your people.

Reason 2: “I’m human.”

People who love their jobs are more likely to make comments like this one:

“My company treats me like a real person.”

The net-net here is that employees want their employers to acknowledge that they have a life outside of work, care about their health and wellness, and enjoy being involved in their communities.

A productive, positive employee experience has emerged as the new contract between employer and employee. Deloitte's 2017 Global Human Capital Trends Report

Employers can make huge strides by understanding just a few factors about employees' favorite healthy habits, purchasing preferences, and productivity zones. That's because these data points in turn allow a company to make small tweaks with big ROI, like these:

1. Optimize menu options, activities, and timeframes for employee events.
2. Add low-cost perks to match employee health priorities.
3. Evaluate office hours based on mix of employee energy levels.

Talk with your community foundation about how to incorporate charitable giving and philanthropy into your workplace engagement programs.

Reason 3: “Celebrate!”

People who love their jobs are more likely to make comments like this one:

“My company actively celebrates a culture of community.”



Celebrating a social impact culture is frequently cited by company leaders as the “secret sauce” for maintaining high levels of engagement. Wrapped into employers’ branding strategies now more than ever, community engagement has become a key factor for boosting a company’s reputation as a good place to work.

69% are likely to apply to a job if the employer actively manages its employer brand (e.g., responds to reviews, updates their profile, shares updates on the culture and work environment). Glassdoor U.S. Site Survey, January 2016

Still, there are hundreds of combinations of social impact activities available as part of a single workplace program. Many workplace programs include several of the following options for employee engagement:

- Giving to charities
- Volunteering
- Serving on boards
- Purchasing products that support a cause
- Celebrating at community events
- Recycling
- Donating food and clothing
- Marketing favorite causes
- Sharing with colleagues in need
- Caring for health and wellness

Understanding the right mix of “ways to do good” based on employee preferences is the key to cost optimization, program participation, and community impact. Here are three disciplines of employers who know how to unlock the “secret sauce” of social impact culture to increase the odds that their employees love their jobs:

1. Focus community activities the top three preferences.
2. Reduce activities that are least popular.
3. Use statistics in recruiting materials to show a culture of engagement.

To help you understand what today’s changing employee mindset means to your company, be sure to ask your community foundation for help with tools to gather data



and help boost retention, productivity, and recruiting success--without disrupting your company's programs that are already in place and working well.