

Table of Contents

» PUBLISHER’S LETTER	7
» CHAPTER 1: CSR DEVELOPMENTS & TRENDS	8
Why Companies Have Two-Way Communication with NGOs and Community Groups10
Solid CSR Strategies Enhance PR’s Profile12
What it all Means: Defining Corporate Citizenship and Social Responsibility14
CSR — Does It Have A Place in Corporate PR?18
The State of Corporate Citizenship: A View from the Inside20
A Roadmap for Communicating your Corporate Responsibility Commitments22
Building a CSR Program from the Ground Up25
Corporate/Nonprofit Partnerships: A Common Mission Creates Customer Connections28
China’s Growing Social Responsibility Agenda30
Finding the Right Partner — Five Steps to Building Partnerships that Work33
How Can Nonprofits Secure Corporate Social Responsibility Funds?36
The Community Relations Angle: Setting Strategic Goals.37
» CHAPTER 2: YOUR STAKEHOLDERS	48
Don’t Forget the Next Generation (Or...Kid-Size CSR)50
Verizon Calls on Employees to Think Inside-Out and Outside-In54
Producing Your Way to Great CSR Ratings58
How CSR is Driving the Way Companies Conduct Business — Two Report Cards61
Make the Most of Your Corporate Social Responsibility Press Releases64
CSR Communications and Non-Financial Reporting66
» CHAPTER 3: CAUSE MARKETING	68
A Cause-Related Marketing Primer70
The Written and Unwritten Contract in Partnerships73
Four Principles for a Mutually Successful Cause-Marketing Program74
American Heart Association with partner Cone Orchestrates Wide-Reaching ‘Movement’76
» CHAPTER 4: CSR REPORTS	80
UPS’s Perspective: Reporting Progress on Business Sustainability82
PR’s Role in Creating a Balanced, Verifiable Accounting of Your Contributions85
Developing Your Company’s First CSR Report89
The CSR Report: Helping to Transform Your Organization Through Non-Puffery94
Hold the Spin: Consider Who’ll Be Reading Your Report96

】 CHAPTER 5: CASE STUDIES	98
Timberland: Company Installs Effective ‘Are We Making It Better’ Filter	100
Deloitte & Touche: Putting CSR to the ‘Mom’ Test	103
Pfizer: Fighting AIDS and Integrating Citizenship	105
Delta Dental of Missouri: Social Marketing Program with Teeth.	108
NCCI Holdings: Charitable Giving Program Helps At-Risk Girls	111
Kodak: EasyShare Gallery: Sharing Stories, Supporting the Cause	114
AICPA: CPAs Find Formula to Boost Financial Literacy	117
Manhattanville College: ‘My Soldier’ Program a Shot in Arm for Patriotism, NY School	119
Coast Capital Savings Credit Union: Creating a Community Involvement Model	122
Office Depot: ‘Pack-ing’ Up the Community With More than Just Office Supplies is Part of the Job.	124
Honeywell: Improving Lives and Perceptions Through CSR	127
】 CHAPTER 6: CSR MEASUREMENT	130
Measuring for Success and Impacting Corporate Value in CSR Global Initiatives	132
Marriage of Measurement & CSR Breeds Healthy Corporate Volunteerism	136
Maximizing CSR ROI by Looking at Crisis Vulnerabilities	139
How to Measure Strategic Relationships	141
Designing Questions and Measures	142
Assessing the Impact of Your Initiatives.	150
Surveying: It Starts with the Questions	168
Gathering Records is Difference Between Succeeding & Failing	173
】 CHAPTER 7: DIAGNOSTIC TOOL	180
Introduction to Standards of Excellence.	182
Management Principles & Practices for Creating Excellence	183
Demographics	185
Leadership Planning.	186
Issues Management	188
Relationship Building	190
Strategy	192
Accountability	194
Infrastructure	196
Measurement.	198
】 CHAPTER 8:	200
Resources	201
】 INDEX	202