



Why Corporate Social Responsibility is Good Business

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Thank you to our panelists!

[Chip Caddell](#), Chief Information Officer, [Grow Financial Federal Credit Union](#)

[Liz Wooten Reschke](#), CEO, [Connect for More](#)

Resources courtesy of Connect for More:

- [11 questions you should ask before joining a non-profit's board.](#)
- [Complimentary 30 minute consultation or coaching session](#)



Not sure where to start? Consider your goals.

- How can corporate social responsibility reinforce your brand's values? What are they?
- How do you want to engage with the community?
- How do you want to engage your employees?
- How do you want to connect with other companies in a particular industry?
- Look at the top 3 organizations you support as a starting point.
- This is a chance to connect with your members/employees to source opportunities/organizations.
- Capitalize on the passion and energy of Millennials to collaborate with senior leadership to lead this initiative.

Make social responsibility part of your company's mission and metrics.

- Grow Financial's motto is: People over Profit. Make sure your motto expresses your objectives, then live them every way possible.
- Give employees paid time off to volunteer; include that as a metric in regular reviews

- Allow departments to allocate a certain budget of time and/or money to community philanthropy; hold them accountable in regular company-wide reviews and reporting.
- Create organization-wide initiatives, give-back days that involve all employees.
- Use this as an opportunity to engage your customers/members, to learn about their passions and interests and organizations they support that you might consider.
- Consider starting a foundation managed by employees to deploy financial support

Get Creative and Stretch Your Skills to Serve the Community

Inspiration from Grow Financial Federal Credit Union:

- [Grow On Us](#) - Grow picks up the tab at a local business on a specific day in coordination with the business owner, not only those who are Grow Financial customers: Given away 5400 items from restaurants and local businesses; 27 businesses supported so far and counting
- Grow Financial became a SBA lender in order to provide Paycheck Protection Plan lenders to the community, not just their members; 1138 businesses received loans, only 13 were for \$100k plus; several businesses then converted to clients.
- When seeking temporary employees, Grow first reached out to current employees and members.

Start Within -

- Best Practice: Empathy, levity, grace - repeat.
- Make sure you are living your values.
- Reflect on how unconscious bias and racial equity are reflected in your business and leadership practices.
- Provide employees with safe (maybe anonymous) ways to express needs, concerns to leadership.
- Take vacation days! Especially during the pandemic, people need days off to recharge.
- Consider reallocating budgets from in-person training and events to community philanthropy efforts and/or mental health for team members.
- Adopt an "agile" approach - move quickly through projects, openly review wins and losses. Embrace "failure" as a reality to learn from.

Do Your Homework Before Supporting an Organization

- Make sure the organization does what it claims and aligns with your values.
- Take one step at a time towards your goal - you don't need to solve it all at once.

Book Recommendation:

[New Lessons from Dead CEOs - Lasting Lessons from the Corner Office](#) - by [Todd G. Buchholz](#)