Power of Purpose: Starting with "Why"

Presented by: Community Shares of Colorado | www.cshares.org

Before you begin, know the "why" driving your giving community giving program.

Presented by:
Community Shares
Colorado’s Community Giving Fund

Power of Purpose

- Alyssa Anne Kopf, MBA
  - CEO, Community Shares of Colorado
  - 12-years experience in corporate philanthropy
  - Executive MBA, Daniels School of Business (2013)

- Sarah Wolfgram
  - Director of Philanthropic Partnerships
  - 15-years in philanthropy + nonprofit leadership
POWER OF PURPOSE

Focus of Discussion
- Context: The Business Case for Philanthropy
- Starting with “Why”
- Mapping Your “Why”
- Peer Sharing
- Questions & Discussion

POWER OF PURPOSE: BUSINESS CASE

The Overlap of Social and Economic Benefits

**EXERCISE 1: 5 MINUTES**

Find a partner and tell them in two minutes about your corporate philanthropy program.

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**POWER OF PURPOSE**

- **Common Corporate Philanthropy “What” & “How”**
  - Matching Gifts
    - Match All Employee Gifts
    - Match Restricted Gifts
  - Donation
    - Independently Generated
  - Grantmaking
    - Applications
    - Vetted with Criteria
    - Dedicated Staff Member or Employee Committee
  - Product Donation
    - Respond to 1-Time Requests
    - Ongoing Donations
  - Event Sponsorship
    - Respond to Solicitation
    - Host on Behalf of NPO
  - Volunteering
    - Day of Service
    - Paid Volunteer Time
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**EXERCISE 2: FIVE MINUTES**

Return to your partner and tell them the “why” of your corporate philanthropy program.
POWER OF PURPOSE: START WITH WHY

- Simon Sinek: Start With Why
  - TEDxPugetSound, 20MM Total Views

VIDEO: http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en

START WITH WHY: START WITH WHY

- Simon Sinek: Start With Why

IMAGE SOURCE: https://www.linkedin.com/pulse/20131212192243-2293140-the-dilemma-s-innovator-the-next-10-years-will-either-happen-to-us-or-because-of-us
Power of Purpose: "Why"

Joyce Witte
Community Investment Advisor
Encana

Start With Why: Start With Why

- Simon Sinek: Start With Why

Very few can clearly articulate WHY they do WHAT they do.

Some companies know HOW they do WHAT they do.

Every company on the planet knows WHAT they do.

Image Source: https://www.linkedin.com/pulse/20131212192243-2293140-the-dilemma-s-innovator-the-next-10-years-will-either-happen-to-us-or-because-of-us
POWER OF PURPOSE: FIVE WHYS

POWER OF PURPOSE: FIVE WHYS

START WITH WHY: EMPLOYEE BUY-IN

REALISTIC EXPECTATION FOR EMPLOYEE BUY-IN

http://blog.brandintegrity.com/category/employee-buy-in/page/2/
START WITH WHY: COMMUNICATION

- Communicating for Buy-In: Check Yourself
  - Do you mean it?
  - Do you believe in it?
  - Can you communicate a vision?
  - Does it make sense? Is it credible?
  - Do you deliver on it?
  - Can others simply communicate it?
  - Does it inspire action?

START WITH WHY: COMMUNICATION

- Communicating for Buy-In: Check Yourself
  - Credibility Matters

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START WITH WHY: COMMUNICATION

- Responsible by Nature
  - It’s a part of our history and culture
  - It’s institutional and operational
  - It’s woven into our DNA
  - And we’re delivering on our promise.

POWER OF PURPOSE

MAPPING YOUR WHY
POWER OF PURPOSE: ADAPT THE TOOL

• High level perspective:
  o WHY: VISION
  o HOW: STRATEGY
  o WHAT: TACTICS

• For our exercise today:
  o WHY: CAUSE AND EFFECT
  o WHAT: STRATEGY
  o HOW: PROCESS
  o TEST ALIGNMENT: Five whys, core messaging, communication and buy-in

POWER OF PURPOSE: MAP EXERCISE

WHY
WHAT
HOW
POWER OF PURPOSE: OUTCOMES (WHY)

- Raise Issue Awareness
- Build Brand Loyalty
- Community Relations
- Enhance Workforce
- Influence Law or Regulation
- Do the Right Thing
- Identify Customers
- Leadership Development
- Talent Retention
- Improve Supply Chain
- Differentiate from Competition
- Relationships with Biz Partners
- Influence Negative Public Perception

POWER OF PURPOSE: STRATEGY (WHAT)

- Unrestricted Gift Matching
- Workplace Giving
- Paid Volunteer Time Off
- Join Civic Initiative
- Scholarships
- Community Event Sponsorships
- Underwrite Research
- Professional Service Donations
- Environmental Investment
- Volunteer Days
- Restricted Gift Matching
- Cause Related Marketing
- Gala Sponsorships
- Community Leadership
- Community Focused Investment
- International Infrastructure Investments
- Product Donation
POWER OF PURPOSE: TACTICS (HOW)

- Decision Making Process
- Consulting Services
- Gift Matching Process
- Research Industry Peers
- Start Corporate Foundation
- Start Donor Advised Fund
- Establish Eligibility Criteria
- Application Process
- Employee Engagement Strategy
- Budgeting
- Communication
- Defuse Staff Support
- Market Research
- Engage Biz Partners
- Community Leadership Positions
- Nonprofit Partner Selection

POWER OF PURPOSE: EXAMPLE

- Small Architectural Firm
  - Specialize in remodels or additions of kidney stone treatment centers at large hospitals
  - Regional focus in Pacific Northwest
  - Wins contracts through bidding process
  - Decision-makers typically include hospital executives, project managers, and other key contractors
  - Repeat business is essential when competing against larger firms

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POWER OF PURPOSE: EXAMPLE

- Small Architectural Firm
  - We invest in the philanthropic interests of our business partners because there are three factors that matter most in acquiring new projects: design, cost, and relationships.
    - Partnership beyond projects
    - Partnership by design
    - We partner with you to build more than buildings
    - Our partnership doesn’t end when the project does

POWER OF PURPOSE: BUSINESS CASE

The Overlap of Social and Economic Benefits

POWER OF PURPOSE: EXAMPLE

- Small Architectural Firm: PARTNERS BEYOND PROJECTS

**WHY**
- Relationships with Biz Partners
- Build Brand Loyalty
- Repeat Business
- Peer Referrals

**WHAT**
- Gala Sponsorships
- Cash Donations
- Hospital Galas
- Kidney Nonprofit Events
- Respond to Peer Solicitation

**HOW**
- Separate Marketing Funds
- Personal or Corporate Donations
- Table Guest Strategy

POWER OF PURPOSE: MAP EXERCISE

**WHY**

**WHAT**

**HOW**
EXERCISE 3: TEN MINUTES

POWER OF PURPOSE

Start with “why.”
Map your purpose, strategy, and needed process steps.

SHARING AND DISCUSSION
POWER OF PURPOSE
BEFORE YOU BEGIN, KNOW THE "WHY" DRIVING YOUR GIVING COMMUNITY GIVING PROGRAM

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