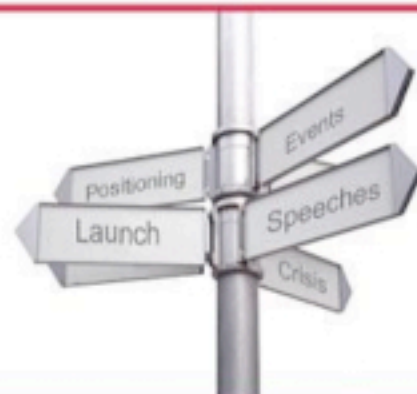




TAKING THE RIGHT DIRECTION



In This Issue

Corporate Giving Survey Results

Click on the link below to see how Duke University measures corporate social responsibility effectiveness.

[Duke University on Measuring CSR](#)

The Tallulah Group would like to thank you for taking our first ever "Corporate Giving Survey". While it is clear we are in a tough economic climate, it is equally clear that organizations can continue to rely on their corporate partners. Corporate givers are using creativity as they slash budgets and reign in unnecessary spending, while continuing to support organizations and causes that fit their giving priorities.

Many times this may mean getting up close and personal as volunteers on projects for their non-profits or donating in-kind services like printing. They may partner to cover a cost for a non-profit or just provide meeting space to groups that need this service.

The key for both the giver and recipient is to have an open dialogue and for each to realize that "this too shall pass".

Below is a detailed summary of our participants responses and overviews of their comments.

Survey Results

1. How will your giving in 2009 compare with 2008?

Response Ratio

Our companies' giving in 2009 will increase over 2008 levels. 0.0%

Our companies' giving in 2009 is on par with our 2008 giving. 35.7%

Our companies' giving in 2009 is less than our 2008 giving. 50.0%

Other 14.2%

Total 100%

Comments - Some companies are narrowing their giving focus while maintaining commitments on grant making. Companies whose giving is tied to the market will rise or fall as does the market.

2. Have the country's economic concerns impacted your giving budget for 2009?

Response Ratio

Yes, it has caused us to limit our giving. 58.3%

No, it has not had an impact. 25.0%

Other 16.6%

Total 100%

Comments - The economy is impacting us all and some companies plan to reevaluate as the year progresses.

3. Have your giving priorities changed significantly within the last two years? If yes, please add comment on how they have changed.

Response Ratio

Yes 21.4%

No 64.2%

Other 14.2%

Total 100%

Comments - Companies are realigning their giving to fit their industry. For example hunger is a priority for consumer products companies selling food items. Some companies are directing funding to other countries.

4. Have you added environmental concerns as part of your giving priorities?

Response Ratio

Yes 46.1%

No 53.8%

Other 0.0%

Total 100%

Comments - Companies are adopting internal policies that favor the environment like paperless bills. Also working with environmental advocacy groups and non profits like the Arbor Day Foundation.

5. What environmental priorities have you added?

Clean water initiatives were cited by at least three of the respondents.

6. Have you added and/or changed any other priorities for 2009? If yes, please enter on comment line.

Response Ratio

Yes 41.6%

No 58.3%

Total 100%

Comments - Greater focus on business alignment and maximizing profits so there are funds to donate.

7. Does your company make grant awards to non-profits?

Response Ratio

Yes 50.0%

No 42.8%

Other 7.1%

No Responses 0.0%

Total 100%

8. What are your grant making parameters?

Comments - Must be invited to apply; Must be in synch with company's areas of focus.

9. Do you offer in-kind donations to your non-profit partners? If yes, what kind.

Response Ratio

Yes 69.2%

No 23.0%

Other 7.6%

Total 100%

Synopsis of Comments - Varied but include commercials, food donations, market research, strategy development, advertising, computer consulting, media trade, photography and human capital

10. Do you have a committee tasked with determining your contribution strategy and/or awards?

Response Ratio

Yes 25.0%

No 66.6%

Other 8.3%

Total 100%

11. Are you using Internet resources or social networks to communicate with your constituents?

Response Ratio

Yes 71.4%

No 28.5%

Other 0.0%

Total 100%

12. What type of social media do you frequently use to communicate with executives, co-workers or constituents?

Use comment to denote preferred media.

Response Ratio

LinkedIn 19.0%

Twitter 14.2%

Ning 4.7%

Facebook 23.8%

Text Messaging 19.0%

Not Using Social Media 19.0%

Total 100%

Comments - Plaxo, Twitter, Facebook

13. What measurements have you used to determine the ROI on your corporate giving efforts?

Response Ratio
Surveys 18.7%
Internal Committees 6.2%
Partner Testimonies 18.7%
Consulting firm evaluations 12.5%
No measurement in use at this time 31.2%
Other 12.5%
Total 100%

Comments - Robust metrics reviewed and tracked quarterly; Strictly donate to build goodwill in community.

I hope these insights have been helpful in furthering your Corporate social Responsibility program.

Sincerely,

Patricia Andrews-Keenan
The Tallulah Group

Check us out at www.tallulahgroup.com or follow me on Twitter.
User name PKeenan1

Free one hour consultation

Offer Expires: March 15, 2009

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