



INTERNATIONAL
CORPORATE
PHILANTHROPY
DAY

INTERNATIONAL CORPORATE PHILANTHROPY DAY

Monday, February 27, 2012

ICPD Toolkit





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Welcome to [International Corporate Philanthropy Day \(ICPD\)](#)! We created this toolkit to guide you as you plan your events to celebrate your company’s and the communities’ accomplishments in the area of corporate philanthropy. ICPD provides an important platform for companies to communicate milestones achieved, announce grants, write op-eds about the importance of corporate-community involvement, launch a new partnership, coordinate an employee volunteer event, and more.

We hope the materials within inspire and support you as you decide how your company will acknowledge the day. Please find enclosed tips, content, and templates covering the following:

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CECP highlights member companies' ICPD initiatives on CECP's website, distributes them through CECP's social media outlets, and includes them in targeted media outreach to business and philanthropy journalists.

To participate, send an email with the subject "2012 ICPD Initiative" to Courtney Murphy (cmurphy@corporatephilanthropy.org), Manager, Strategic Engagement, that includes:

1. A press-ready overview up to 500 words describing the specific event/initiative/communication planned for ICPD and how it connects to your company’s overall philanthropic program.
2. At least one photo (horizontal preferred) to accompany your text.
3. A caption (one sentence) to accompany the photo, and photo credit (if necessary).
4. Multimedia submissions of additional photos and brief related videos, if available.
5. Links to corporate social media accounts (e.g., Twitter, Facebook) and the company’s microsite dedicated to philanthropic initiatives, if applicable.

DEADLINE: CECP will accept submissions up until **Friday, February 24** (the Friday before International Corporate Philanthropy Day).

Thanks for all of your efforts to support ICPD! Please do not hesitate to reach out to CECP with any questions you may have.

When Is It?

Monday, February 27, 2012

What Is It?

International Corporate Philanthropy Day (ICPD) is an advocacy day led by the Committee Encouraging Corporate Philanthropy (CECP) for the business community to celebrate and be recognized for its achievements in corporate philanthropy, build awareness of the benefits of corporate community investment, and inspire companies around the world to engage further in giving initiatives. This day also provides a media platform for companies to broadcast their message about the importance of corporate community partnerships and ongoing dedication to social investment.

Who Participates?

The entire corporate giving community is invited to participate. Business leaders, government officials, and nonprofit organizations alike celebrate International Corporate Philanthropy Day, honoring a year of leveraged corporate giving and community investment.

How Is It Observed?

Corporate executives and corporate giving professionals plan special programs celebrating community investment initiatives with their employees, nonprofit partners, local government agencies, and the general public. They host events at their own offices, award grants, send communications to their employees or the media, and conduct a variety of other programs.

Participants from 2011 include: Alcoa, Bloomberg, Campbell Soup Company, Credit Suisse, Goldman Sachs, Hartford Financial Services Group, Inc., HSBC, Infosys, ITT Corporation, Moody's Corporation, Roshan, State Farm, and The Western Union Company.

Visit CECP's website to learn more about their initiatives and how you can get involved:
CorporatePhilanthropy.org/ICPD.

What CECP Events Take Place on International Corporate Philanthropy Day?

- The **Board of Boards CEO Conference**, hosted at The McGraw-Hill Companies in New York City, convenes up to 100 global CEOs from the world's largest companies to discuss corporate philanthropy from an executive perspective. This event is consistently ranked among the "World's Top Executive Gatherings" by public relations firm Weber Shandwick and Forbes.com.
- The **United Nations Economic and Social Council (ECOSOC)** hosts a special joint event to discuss corporate philanthropy's role in advancing the Millennium Development Goals. This year's focus will be on "Breaking new ground: Partnerships for more and better jobs for young people."
- **Landmark Lightings.** The Empire State Building and other landmarks around the world, including the Con Ed building in New York and the Wrigley Building in Chicago, are lit in CECP's blue and green colors to celebrate International Corporate Philanthropy Day.
- Representatives from CECP member companies ring the Opening Bell at the **New York Stock Exchange** to kick off International Corporate Philanthropy Day.

JOIN THE CELEBRATION

For more information, visit: CorporatePhilanthropy.org/ICPD.



COMMITTEE ENCOURAGING
CORPORATE PHILANTHROPY

Five Steps to Organizing a Service Activity or Project for ICPD

Do you want to organize a service activity or project for International Corporate Philanthropy Day (ICPD) but you're not sure where to begin? Follow these five easy steps to developing a volunteer activity (content courtesy of [MyGoodDeed](#) and [HandsOn Network](#)).

1. Identify a Project

Volunteer activity ideas can come from many places: staff and volunteers inside your organization, communities of faith, local agency partners, neighborhood associations, or from previous service activities. As you work to identify your project, consider the following:

- » Brainstorm with staff and volunteers in your organization about needs in the organization and in the community.
- » Will the project be meaningful to volunteers?
- » Does the activity have strong media appeal with visual opportunities?

2. Plan an Activity

Formulate ideas for how you can celebrate ICPD. To be successful, you must plan well and prepare for every detail.

Create an Activity Plan

Consider what you want to accomplish and the tasks needed, and the number of volunteers needed for each task. Consider the following:

- » Volunteer skill levels
- » Volunteer age
- » Duration of activity
- » Availability of supplies

Volunteer Communication and Registration

Provide contact information so that your volunteers can preregister and you can contact them about the activity details and discuss skills, supplies or friends they can bring to the activity.

Safety

Ensuring the safety of life and property is critical. Review safety/emergency plans with your volunteers.

Contingency Planning

Always think through the worst-case scenarios. Play "devil's advocate" as you analyze the possibilities of what could go wrong. Record your strategy to handle these problems.

Plan for Fun

It is volunteers' experiences that keep them coming back for more, especially if they have a good time.

Highlighted Resource

[Volunteer Spot](#) is a free resource that helps you schedule activities, sign up volunteers, and send out invitations and reminders to increase volunteer turnout.

For more ideas and detailed instructions on how to implement the specific projects, go to www.handsonnetwork.org/tools/startproject.

3. Recruit Volunteers

Volunteer Leaders

Recruit and empower volunteer leaders to help plan, implement and evaluate service activity opportunities. Volunteer leaders are trained volunteers who lead others in service (e.g., HR leader, office manager, or new volunteers or current volunteers).

Encourage Staff to Sign Up

When considering how best to encourage staff to sign up, consider the following:

- » Who is your target audience? (i.e., are they already inclined to participate in volunteerism?)
- » What types of recruitment methods would be most effective? (personal ask, emails, staff meetings, company intranet)
- » What is your message to these individuals or groups?
- » What cause will you be supporting? It is very important that you choose something that will resonate with your employees (i.e., existing cause, ICPD charity, employees' choice)

4. Manage Your Activity

Successful volunteer activities exhibit a good balance between logistics, time, and people. Balancing these three elements effectively will help implement a successful and productive ICPD service project.

Managing Time

Allow participants to get acclimated to their tasks, become familiar with the site area, and mingle with other volunteers for the first 30 minutes of every project.

These volunteer databases and fundraising platforms can help you find local volunteer opportunities and raise money or support for the cause of your choice.

- » [Change.org](https://www.change.org/)
- » [CrowdRise](https://www.crowdrise.com/)
- » [DonorsChoose.org](https://www.donorschoose.org/)
- » [DoSomething.org](https://www.do-something.org/)
- » [Global Giving](https://www.globalgiving.com/)
- » [Idealist.org](https://www.idealists.org/)
- » [Kickstarter](https://www.kickstarter.com/)
- » [Razoo](https://www.razoo.com/)
- » [UN Online Volunteering](https://www.un.org/en/youngpeople/volunteering/)
- » [VolunteerMatch.org](https://www.volunteermatch.org/)

5. Wrapping Up

At the end of the project, a number of logistical matters should be addressed:

- » **Clean up:** Have leaders guide volunteers in pitching in to make the site look better than it did when they arrived.
- » **Recognize:** You should make sure that volunteers feel appreciated, and you should invite them back to serve again.
- » **Communicate:** Share the news about your activities through your company's existing communications channels—send a press release, post to social media, share photos/videos. Encourage volunteers to share their stories through their networks.
- » **Reflect:** Reflection and community building provide volunteers an opportunity to reflect on the day's events. These activities help volunteers connect to the mission of the ICPD activity. Encourage volunteers to have a group discussion, write about their experience, create a photo-journal of the project, or respond to quotes about service.
- » **Evaluate:** Evaluation and feedback are necessary for improving your service activities. The information gathered through these forms will help you communicate success and impact and enable your future projects to better suit the needs of your volunteers.

ICPD Frequently Asked Questions

Now that you have decided to recognize ICPD at your company, you may have some questions as you put your plans together.

ICPD FAQ

Do I have to organize a brand new initiative or activity?

While it is terrific to launch a new program or initiative on ICPD, we recognize that other timing may preclude this for your company. It is not necessary to have a brand new campaign in order to participate in ICPD. You can use the platform of ICPD to draw attention to an existing program or initiative of the company. Your action on ICPD could be communicating milestones or progress with your stakeholders, or linking an event which takes place within a couple of weeks of ICPD to the day.

Does the activity have to occur on February 27?

Not necessarily. Specific communications to stakeholders and employees for ICPD are optimized when sent on the day, Monday, February 27, but the activity or initiative that you are highlighting does not have to take place on that day. It could take place within a few weeks of ICPD, but you could use the day to highlight the takeaways from a recent activity or build momentum for an upcoming event.

Who attends the Board of Boards CEO Conference?

The CECP Board of Boards CEO Conference is attended by CEO or chairperson members of CECP. A list of confirmed attendees for the 2012 event can be found here: <http://cecp.me/ceoattendees>.

In some cases, if the global CEO of a company is not available to attend, the CEO of the U.S. or North America may attend. An executive report with key takeaways, as well as video highlights, will be shared publicly after the event.

Are there other events that practitioners in corporate philanthropy can attend on the day?

Yes, there are other activities taking place in New York that we encourage you to attend on ICPD.

The United Nations Economic and Social Council (ECOSOC) is convening an afternoon program from 3:00 – 6:00 PM focused on opportunities for philanthropy to help advance the Millennium Development Goals. The event on February 27, 2012 will focus on "Breaking new ground: Partnerships for more and better jobs for young people." For more information, visit: <http://cecp.me/unicpd>.

A Billion + Change is holding an event from 10:30 AM – 3:00 PM at Morgan Stanley in New York City celebrating new pledge companies and including a workshop on skills based volunteerism and pro bono service. For more information, contact Yvonne Siu: ysiu@PointsofLight.org.

Is this day only for corporations? Can nonprofits participate?

The entire corporate giving community is invited to participate. Business leaders, government officials, and nonprofit organizations alike celebrate International Corporate Philanthropy Day, honoring a year of leveraged corporate giving and community investment. Nonprofit organizations that work with corporations can leverage the day as an opportunity to thank and further engage their corporate supporters through a special event, initiative, or dedicated communication on ICPD. For examples of how partner organizations are leveraging ICPD in 2012, visit: <http://cecp.me/icpdpartners>.

ICPD Template Press Release

The following press release template can be downloaded from www.corporatephilanthropy.org/ICPD (see Related Content module on the right).

PRESS RELEASE

CONTACT INFO:

Name, Company (XXX) XXX-XXXX
Sara Adams, CECP (212) 825-1252



[INSERT NAME OF COMPANY/ACTIVITY]

IN CELEBRATION OF INTERNATIONAL CORPORATE PHILANTHROPY DAY

[INSERT YOUR CITY], February 27, 2012 – **[INSERT NAME OF COMPANY/ORGANIZATION]** hosts **[INSERT EVENT DETAILS]** for **[INSERT AUDIENCE DETAILS]** in honor of International Corporate Philanthropy Day on February 27, 2012.

[ADD DETAIL ABOUT YOUR SPECIAL INITIATIVE AND HOW IT TIES TO YOUR OVERALL GIVING STRATEGY.]

[INSERT QUOTE FROM CEO/EXECUTIVE DIRECTOR ABOUT PROGRAM]

This program is in recognition of International Corporate Philanthropy Day. On February 27, companies around the world host special events and launch new philanthropy initiatives to highlight the business community's investment in creating a healthier, stronger society.

The Committee Encouraging Corporate Philanthropy (CECP) leads several events on International Corporate Philanthropy Day, convening senior business leaders to discuss the pressing issues regarding the intersection between corporate philanthropy and business strategy.

- **Board of Boards CEO Conference:** Up to one hundred global CEOs from the world's largest companies convene to discuss the theme "Next Generation Community Engagement: A Transformative Business Opportunity."
- **United Nations:** In the afternoon, the United Nations Economic and Social Council (ECOSOC) will explore ways in which the corporate community can better partner with the United Nations to advance the Millennium Development Goals, with a focus on "Breaking new ground: Partnerships for more and better jobs for young people."

[INSERT BIOLERPLATE ABOUT YOUR COMPANY]

About CECP

The Committee Encouraging Corporate Philanthropy (CECP) is the only international forum of business leaders exclusively focused on raising the level and quality of corporate philanthropy. Membership includes more than 180 global CEOs and chairpersons of companies that together account for more than 40% of reported corporate giving in the United States. For more information visit CorporatePhilanthropy.org/ICPD.

- END -

ICPD Template Memo to Employees

The language below will help you communicate to your employees about International Corporate Philanthropy Day (ICPD) on Monday, February 27. The memo includes details on what ICPD is and how your company is partnering with CECP, and it encourages employees to participate and share the company's activities. We suggest you fill in the highlighted text with your company's specific activities, achievements, commitments, etc.

Memo

Today we commemorate a very important day – [International Corporate Philanthropy Day](#) (ICPD) – a day for the business community to acknowledge and be recognized for its achievements in corporate philanthropy, build awareness of the benefits of corporate community investment, and inspire companies around the world to engage further in giving initiatives.

As you know, **[COMPANY NAME]** prioritizes corporate-community partnerships and engagement, and today we are **[HOSTING OR ANNOUNCING] [INSERT DETAILS ABOUT EVENT]** in honor of this day. **[ADD DETAIL ABOUT YOUR SPECIAL INITIATIVE AND HOW IT TIES TO YOUR OVERALL GIVING STRATEGY.]**

As a **[member or subscriber]** of the [Committee Encouraging Corporate Philanthropy](#) (CECP), the organizer of ICPD, our company belongs to the only international network of business CEOs and chairpersons focused exclusively on corporate philanthropy. Through CECP meetings, discussions, and benchmarking initiatives, we have the privilege of gathering insights and best practices from global leaders and applying them to our own efforts.

Through our work with CECP, we are a part of something big. **[EXECUTIVE]** will be attending CECP's 7th Annual Board of Boards CEO Conference in New York, "Next Generation Community Engagement: A Transformative Business Opportunity," where the discussions will focus on pursuing strategies that create value for a company and simultaneously address pressing societal challenges. Panel discussions will address the importance of communicating with stakeholder groups such as consumers and investors. If you're interested in following the discussion, follow **[EXECUTIVE'S NAME AND TWITTER HANDLE]** and [@CECPtweets](#). Also timed with ICPD, CECP will be ringing the Opening Bell at the New York Stock Exchange and lighting prominent landmarks including the Empire State Building. Other events on ICPD include a session on philanthropy and teen employment at the United Nations and an event on skills-based volunteerism and pro bono service convened by A Billion + Change at Morgan Stanley.

If you'd like more information about **[COMPANY NAME]**'s corporate citizenship efforts, please visit **[WEBSITE]** or reach out to **[APPROPRIATE CONTACT, EMAIL]**.

We are proud of this commitment and we hope that you are, too! If you'd like to share our company's efforts with your own personal and professional networks, feel free to use the following language as a guide:

TWITTER

- » Check out what our company is doing in celebration of International Corporate Philanthropy Day **[insert website hyperlink here]** #ICPD

FACEBOOK/LINKEDIN

- » Today I dedicate my Facebook/LinkedIn status to celebrate International Corporate Philanthropy Day (#ICPD), an international advocacy day led by the Committee Encouraging Corporate Philanthropy (CECP) intended to build awareness of corporate-community partnerships, recognize best practices in corporate engagement in society, and to inspire businesses around the world to engage further. **[include hyperlink to <http://www.corporatephilanthropy.org/ICPD>]**

ICPD Template Newsletter

This content can be tailored for your company's newsletter, with additional details about your celebration and CSR activities. You can also issue a newsletter after ICPD and include photos or reflections from your activity or event.

Newsletter

Monday, February 27, 2012 marks [International Corporate Philanthropy Day](#) (ICPD), an international advocacy day led by the Committee Encouraging Corporate Philanthropy (CECP), which is intended to raise awareness about the important role of the private sector in society, to reinforce the business and social benefits of corporate community investment, and to encourage further involvement among businesses.



The entire corporate giving community, including business leaders, government officials, and nonprofit organizations, is invited to participate. On ICPD, companies and organizations around the world plan initiatives and events, make announcements and commitments, and communicate with their internal and external stakeholders.

[INSERT ORGANIZATION NAME] supports ICPD and the work of CECP through **[INSERT INFORMATION ABOUT YOUR ORGANIZATION'S CELEBRATION OF ICPD]**.

Other ICPD events include:

- Senior corporate giving professionals from around the country ringing the Opening Bell of the New York Stock Exchange;
- CECP's annual gathering of leading global business CEOs, [Board of Boards](#), to discuss challenges and opportunities in corporate social engagement;
- A [United Nations Economic and Social Council's](#) special event addressing the role of the private sector in advancing the Millennium Development Goals; and
- Lightings of major landmarks including the Empire State Building in New York and the Wrigley Building in Chicago in the colors of ICPD, blue and green, to recognize the day's activities.

For further information, visit: <http://www.CorporatePhilanthropy.org/icpd> and **[INSERT LINK TO YOUR ORGANIZATIONS PHILANTHROPIC ACTIVITIES]**.

Public Remarks – Opening Statement

This content can be the basis for your CEO's or other officer's remarks to kick off the day's celebrations.

Opening Statement

Thank you for joining us today as we celebrate International Corporate Philanthropy Day. This is an international advocacy day led each year, since 2004, by the Committee Encouraging Corporate Philanthropy (CECP).

We join corporations and organizations all over the globe that are using this day to reflect on and celebrate all the ways we are giving back, and to encourage others to get involved.

By celebrating International Corporate Philanthropy Day, we are joining something big. On this day, CECP is gathering CEOs from around the world at their annual Board of Boards meeting **[INCLUDING OUR CEO]**, ringing the Opening Bell at the New York Stock Exchange and lighting prominent landmarks including the Empire State Building. Other events on ICPD include a session on philanthropy and teen employment at the United Nations and an event on skills-based volunteerism and pro bono service convened by A Billion + Change at Morgan Stanley.

We know that our company needs to look outside of its walls and be keenly aware of what's going on in the world around us; we're inextricably linked.

When we give back to our community, we are also giving something back to ourselves. Our company has taken it to heart that being a good corporate citizen means that we are not only focused on societal issues, but also that we can make this company a better place to work and a more successful and strategic operation. We are working to align our business model with the needs of society. This is not just good for society, it's good for business.

We hope you agree that the activities we have come here today to celebrate **[OR ANNOUNCE]**—and which International Corporate Philanthropy Day is recognizing around the world—make your jobs more rewarding and create a better community in which to live.

[INSERT INFORMATION ABOUT YOUR COMPANY'S CSR ACTIVITIES; HIGHLIGHT SPECIFIC PROGRAMS AND PEOPLE—FROM YOUR COMPANY AND FROM THE COMMUNITY—WHO ARE ENGAGED IN YOUR COMPANY'S CSR ACTIVITIES].

[INCLUDE NUMBERS TO SHOW IMPACT, E.G., DOLLARS GIVEN, HOURS VOLUNTEERED, BOOKS DONATED].

[TALK ABOUT FUTURE PLANS, ANNOUNCE A NEW PROGRAM/ COMMITMENT/ GOAL].

Blog Post

This content can be tailored for your company's blog posts leading up to and on the day of ICPD.

Blog Post

A Day to Focus on the Role of Corporate Philanthropy



Did you know that Monday, February 27, 2012 is [International Corporate Philanthropy Day \(ICPD\)](#)? It's a day for the international community to reflect upon the important role that corporate philanthropy plays around the world. ICPD shines a light on businesses at their best—when they promote both their core business strategy *and* the wellbeing of citizens and communities.

[INSERT COMPANY NAME] is proud to celebrate ICPD, which is led each year by the [Committee Encouraging Corporate Philanthropy \(CECP\)](#) to celebrate and recognize businesses for their achievements in corporate philanthropy, build awareness of the benefits of corporate community investment, and inspire companies around the world to engage further in giving initiatives.

The entire corporate giving community is invited to participate. Business leaders, government officials, and nonprofit organizations alike celebrate International Corporate Philanthropy Day, honoring a year of leveraged corporate giving and community investment.

Corporate executives and corporate giving professionals around the country plan special programs celebrating community investment initiatives with their employees, nonprofit partners, local government agencies, and the general public. They host events at their own offices, award grants, send communications to their employees or the media, and conduct a variety of other programs.

[NAME OF ORGANIZATION] is joining in the celebration by **[INSERT INFORMATION ABOUT ICPD CELEBRATION]**.

[NAME OF ORGANIZATION] joins in the celebration of ICPD with organizations such as **[FIND LIST OF PARTICIPATING CORPORATIONS AT www.corporatephilanthropy.org/icpd]**.

Other ICPD events include:

- The **Board of Boards CEO Conference** of 100 global CEOs from the world's largest companies discussing corporate philanthropy from an executive perspective.
- The **United Nations Economic and Social Council (ECOSOC)** event to discuss corporate philanthropy's role in advancing the Millennium Development Goals.
- **Landmark Lightings** including The Empire State Building and the Con Ed building in New York, and the Wrigley Building in Chicago, which are lit in CECP's blue and green colors.
- Representatives from CECP member companies ringing the Opening Bell at the **New York Stock Exchange**.

Visit CECP's website to learn more about their member and partner initiatives and ICPD CorporatePhilanthropy.org/ICPD and **[INSERT URL OF ORGANIZATION]**.

Social Media 101

The resources below will help you and your teams promote your company's initiatives for International Corporate Philanthropy Day and participate in relevant discussions in the social media world, bringing attention to your company's corporate citizenship efforts and providing a platform for you to serve as an advocate for raising the level and quality of corporate responsibility and philanthropy. These recommendations are not an exhaustive list, but rather suggestions as a starting point.

Twitter Handles

CECP recommends following and engaging with the following individual and organization Twitter handles due to the topics covered and discussed:

Individual/Organization	Twitter Handle
Committee Encouraging Corporate Philanthropy	<u>@CECPtweets</u>
3BL Media	<u>@3BLMedia</u>
A Billion + Change	<u>@ABillionPlus</u>
Aman Singh	<u>@AmanSinghCSR</u>
BSR	<u>@BSRnews</u>
BusinessWire CSR News	<u>@BWCSRNews</u>
Causecast	<u>@Causecast</u>
Chronicle of Philanthropy	<u>@Philanthropy</u>
Council on Foundations	<u>@COF_</u>
CSR Execs	<u>@csrexecs</u>
CSR Wire	<u>@CSRwire</u>
EF	<u>@EFConnections</u>
Fast Company's Co.Exist	<u>@FastCoExist</u>
Foundation Center	<u>@fdncenter</u>
Foundation Strategy Group	<u>@FSGtweets</u>
GOOD	<u>@GOOD</u>
Good Business	<u>@GoodB</u>
Good/Corps	<u>@GOODCorps</u>
Guardian Social Enterprise	<u>@GuardianSocEnt</u>
HBS Social Enterprise	<u>@HBSSEI</u>
Huffington Post IMPACT	<u>@HuffPostImpact</u>
Idealist	<u>@Idealist</u>
Inc. Magazine	<u>@IncMagazine</u>
Jed Emerson	<u>@BlendedValue</u>
JustMeans	<u>@Justmeans</u>
Korngold Consulting	<u>@alicekorngold</u>
Mashable Social Good	<u>@Socialgood</u>
Matthew Bishop	<u>@mattbish</u>
Net Impact Central	<u>@netimpact</u>
NY Times Fixes Blog	<u>@nytimesfixes</u>
Points of Light	<u>@PointsofLight</u>
Realized Worth	<u>@RealizedWorth</u>
Root Cause	<u>@RootCause</u>
Skoll Foundation	<u>@SkollFoundation</u>
Skoll World Forum	<u>@SkollWorldForum</u>
Social Edge	<u>@socialedge</u>
Social Innovation	<u>@SSIRReview</u>
Social Innovators Collective	<u>@sic_org</u>
Social Innovators Stanford Business	<u>@SocInnovators</u>
Social Venture Network	<u>@SVNetwork</u>
TriplePundit.com	<u>@triplepundit</u>
US Chamber BCLC	<u>@chamberbclc</u>

Twitter Hashtags

CECP recommends including the following hashtags in your tweets when communicating about International Corporate Philanthropy Day (#ICPD) and your company's corporate citizenship efforts on Twitter. A hashtag (#) is a word, abbreviation or collection of words that categorize a tweet. The hashtag word (when used properly) becomes a clickable link that enables users to then find other tweets related to that specific category. Hashtags are used when you are trying to learn from this group, promote to it, engage with it, and/or follow exciting trends.

Twitter Hashtag

- #3bl (triple bottom line)
- #bcorp (benefit corporation)
- #benefitcorp
- #billionplus
- #BOP (bottom of pyramid)
- #business
- #cause
- #causemarketing
- #changemakers
- #charity
- #corporategiving
- #csr (Corporate Social Responsibility)
- #csv (Corporate Shared Value)
- #donations
- #foundation
- #giving
- #ICPD (International Corporate Philanthropy Day)
- #impinv (impact investing)
- #nonprofit
- #philanthropy
- #probono
- #sharedvalue
- #socap (social capital)
- #socent (Social enterprise/entrepreneurship)
- #socialbusiness
- #socialchange
- #socialenterprise
- #socialgood
- #socialinnovation
- #socinn (social innovation)
- #socinnov (social innovation)
- #socinv (social investing)
- #sustainability
- #svc (social venture capital)
- #volunteerism

CECP recommends publishing ICPD-related content through your company's social media platforms, whether it be Twitter and/or Facebook and/or LinkedIn, etc. on Monday, February 27 – and on the days and weeks leading up to it – to engage your followers, advocates, and networks in this important day while also highlighting your company's efforts. These posts can be distributed from the company-owned platforms and/or executives' and employees' personal platforms.

TWITTER

- » It's International Corporate Philanthropy Day! Today's the day to recognize the best practices in corp. engagement in society #ICPD
- » Excited to participate in International Corporate Philanthropy Day and further our commitment to corporate-community partnerships #ICPD
- » Being a good corporate citizen is a company priority. Join the @CECPtweets network to learn from other leaders. #ICPD
- » Check out what our company is doing in celebration of International Corporate Philanthropy Day **[INSERT WEBSITE HYPERLINK HERE]** #ICPD
- » Looking forward to the conversations we'll have at @CECPtweets 7th Annual Board of Boards CEO Conference re: #CSR #CSV #socent #ICPD
- » See how companies around the world are celebrating International Corporate Philanthropy Day <http://cecp.me/fu1Gxx> #ICPD
- » Feb 27 is International Corporate Philanthropy Day. Follow and join the #ICPD conversation! @CECPtweets <http://cecp.me/fu1Gxx> #csr
- » International Corporate Philanthropy Day is Feb 27th! What is your company doing to celebrate? #ICPD **[ADD LINK TO YOUR COMPANY'S ACTIVITIES]**

FACEBOOK

- » *IF THE COMPANY AGREES TO CHANGE ITS PROFILE PICTURE TO THE ICPD LOGO FOR THE DAY:*
Today we dedicate our Facebook status and image to celebrate International Corporate Philanthropy Day (#ICPD), an international advocacy day led by the Committee Encouraging Corporate Philanthropy (CECP) intended to build awareness of corporate-community partnerships, recognize best practices in corporate engagement in society, and to inspire businesses around the world to engage further. **[INCLUDE HYPERLINK TO: <http://www.corporatephilanthropy.org/icpd> AND CHANGE PROFILE PICTURE TO ICPD LOGO AVAILABLE FOR DOWNLOAD FROM THE CECP WEBSITE]**
- » *IF THE COMPANY DOES NOT AGREE TO CHANGE ITS PROFILE PICTURE TO THE ICPD LOGO FOR THE DAY:*
Today we dedicate our Facebook status to celebrate International Corporate Philanthropy Day (#ICPD), an international advocacy day led by the Committee Encouraging Corporate Philanthropy (CECP) intended to build awareness of corporate-community partnerships, recognize best practices in corporate engagement in society, and to inspire businesses around the world to engage further. **[INCLUDE HYPERLINK TO: <http://www.corporatephilanthropy.org/icpd>]**

Content
(con't)

LINKEDIN

- » *IF THE COMPANY AGREES TO CHANGE ITS PROFILE PICTURE TO THE ICPD LOGO FOR THE DAY:*
Today we dedicate our LinkedIn status and image to celebrate International Corporate Philanthropy Day (#ICPD), an international advocacy day led by the Committee Encouraging Corporate Philanthropy (CECP) intended to build awareness of corporate-community partnerships, recognize best practices in corporate engagement in society, and to inspire businesses around the world to engage further. **[INCLUDE HYPERLINK TO: <http://www.corporatephilanthropy.org/icpd> AND CHANGE PROFILE PICTURE TO ICPD LOGO, AVAILABLE FOR DOWNLOAD FROM THE CECP WEBSITE]**

- » *IF THE COMPANY DOES NOT AGREE TO CHANGE ITS PROFILE PICTURE TO THE ICPD LOGO FOR THE DAY:*
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Additional
Social
Media
Resources

The following websites provide additional context regarding leveraging social media platforms for corporate marketing initiatives:

- » [Mashable Social Media 101 Series](#)
- » [About.com Social Networking Guide for Beginners](#)
- » [CNET Newbie's Guide to Twitter](#)
- » [HubSpot Twitter Marketing Hub: Twitter for Business](#)
- » [HubSpot Facebook for Business Marketing Hub](#)
- » [Radian6 "30 Ideas for your 2012 Social Media Plan"](#)
- » [Teach Me to Tweet](#)

CECP
Social
Media
Channels



Follow CECP on Twitter at [@CECPTweets](#) to stay abreast of announcements from CECP member companies, event, and research information from CECP, and other news and resources to advance your philanthropic programs.



CECP's [flickr](#) presence provides snapshots from CECP events, including the Board of Boards CEO Conference, Corporate Philanthropy Summit, and Excellence Awards.



View highlights videos from previous CECP events, including the Board of Boards CEO Conference, Corporate Philanthropy Summit, and Excellence Awards, as well as media coverage, by visiting our [YouTube site](#).



Join the Committee Encouraging Corporate Philanthropy [LinkedIn group](#) and connect with other corporate philanthropy professionals and contribute to discussions.



Find CECP on [Facebook](#) and join our online community.



Subscribe to [CECP Insights](#) Blog for timely insight into trends and developments on the role of business in society.



Blog Roll

The blogs and media columns below focus on various aspects of corporate citizenship. The articles published within these channels will help keep you abreast of industry developments, best practices, events, research, and trends.

- » [B Corporation](#)
- » [Bloomberg Sustainability](#)
- » [Boston College Center for Corporate Citizenship In Good Company blog](#)
- » [BSR Insights](#)
- » [CSR International](#)
- » [CSR Jobs](#)
- » [CSRWire](#)
- » [Dowser.org](#)
- » [Fast Company Coexist](#)
- » [Forbes.com: The CSR Blog](#)
- » [GOOD](#)
- » [Giving 2.0](#)
- » [Harvard Business Review: Passion & Purpose](#)
- » [Huffington Post IMPACT](#) and [Good News](#)
- » [JustMeans: Corporate Social Responsibility](#)
- » [Marc Gunther](#)
- » [Mashable: Social Good](#)
- » [New York Times: Fixes](#)
- » [Philanthrocapitalism](#)
- » [Realized Worth | Employee Volunteering & Workplace Giving](#)
- » [Social Innovation / Entrprnrsrshp Daily](#)
- » [Stanford Social Innovation Review](#)
- » [The Chronicle of Philanthropy](#)
- » [The Guardian: Social Enterprise Network](#)
- » [TriplePundit.com](#)
- » [USA Today: Kindness](#)

About CECP

About CECP

The Committee Encouraging Corporate Philanthropy (CECP) is the only international forum of business leaders exclusively focused on raising the level and quality of corporate philanthropy. Membership includes more than 180 global CEOs and chairpersons of companies that together account for over 40% of reported corporate giving in the United States.

CECP provides member companies with peer-to-peer executive convenings, premier networking events for corporate giving industry professionals, cutting-edge research publications, a proprietary, on-demand benchmarking system of corporate philanthropy data, and exclusive media opportunities.

Founded in 1999 by actor and philanthropist Paul Newman, together with John Whitehead, Peter Malkin, and other business leaders, CECP continues to inspire and challenge leaders in the private sector to find innovative ways to fulfill unmet community needs and to lead the way towards better alignment of business and societal strategies.

CECP is intently focused on three guiding principles: representing the CEO voice in corporate philanthropy, encouraging business discipline in the field, and setting the standards for effective philanthropy practice and measurement.

Membership is by invitation and is renewed annually.