



Community relief impact playbook

Introduction

WELCOME TO YOUR IMPACT PLAYBOOK FOCUSED ON COMMUNITY RELIEF

Across the globe, devastating, heart-wrenching disasters seem to be around every corner. Whether you're facing a local crisis, or you're responding to urgent needs at the international level, the need for support is ever-rising and you need not look further than your employees and community for those willing to take action. When it comes to implementing a community relief program, we know that time is of the essence. Your company needs to be equipped with the tools to respond rapidly and effectively, even before a disaster hits. Luckily, we're here to help! We've designed this impact playbook to help you plan ahead, respond with agility, and ensure your efforts lead to the greatest impact.

RALLY YOUR EXTENDED COMMUNITY!

Our playbook contains everything you'll need to effectively execute a sustainable and scalable community relief and response initiative—designed to ensure you have the programs in place to support relief today, and the recovery efforts tomorrow and beyond. **What's included?**

- Tools for preparedness.
- Giving opportunities.
- Campaign strategy worksheet.
- Communications checklist.
- Expertly curated case studies.
- Campaign evaluation tips.



STEP 1: PLAN AHEAD

Personal giving: Consider offering more flexible forms of giving to increase employee participation. [Credit card donations](#) are a great way to make it easy and convenient for employees to give, and the option to remove nonprofit matching gift approvals is available.

Engage your extended community: Leverage a [Points of Giving](#) program to encourage employees, consumers, and community members to connect and participate in your community relief programs. The more people you can rally, the greater the impact!

Partner nonprofits: When a crisis hits, feature your nonprofit partners on your corporate social responsibility (CSR) platform who need support, donations, or supplies. The increased visibility is sure to incentivize participation from your workforce!

Matching programs: Employ a dollar-for-dollar matching program for employee donations to double the impact and help more people affected by the crisis.



Recurring giving: Enable automatic, recurring giving for your employees. While disasters call our attention to immediate needs, recovery efforts often take years, and go on long after initial contributions have been exhausted.

Build employee assistance programs (EAP): It can be easy to forget that an emerging crisis may affect your very own. Establishing an EAP program allows your employees to request assistance in a time of need.

Agile technology: CSR software offers a powerful opportunity for companies to band together, respond to urgent needs, and drive social change. To make the most of your team's giving resources, it's easiest to have a platform where team members can contribute uniformly. [See how Bonterra Corporate Social Responsibility \(CSR\) can help!](#)

Whether you're offering community support or responding to a natural disaster, integrating disaster relief into your CSR strategy is crucial to execute a timely and effective response initiative.

STEP 2: ADOPT A YEAR-ROUND APPROACH

The next step in your disaster preparedness plan is to adopt a year-round approach. Although it's impossible to predict the next time you'll need to execute a community relief program, keeping a pulse on seasonal disasters and being up-to-date on current events allows you to get ahead. From wildfire and hurricane season to the latest COVID-19 variant, we know firsthand how unpredictable these are. To stay ahead, we've compiled some key timeframes to keep in mind for comprehensive response & recovery planning.

Key disaster dates:

- **December-May:** Flu season
- **March-July:** Tornado season
- **May-June:** Monsoon season
(Parts of Southeast Asia)
- **June-October:** Atlantic hurricane season
- **May-October:** Pacific typhoon season
- **July-January:** Wildfire season
(U.S. & Canada)

While natural disasters like tropical storms and hurricanes follow seasonal weather patterns, social and economic crises and mass trauma are unpredictable. This is where staying up-to-date on current events becomes crucial. Regularly consult local and national newspapers to remain informed. You can even enable google or news alerts that are delivered straight to your phone for the most current information. By being the first to know, you'll be able to respond rapidly and with maximum agility!

This is also the perfect opportunity to involve your workforce. Consult employees or customers on issues directly affecting the communities in which they live and work. This way, you can respond to urgent needs and show employees you care about causes that matter to them.



STEP 3: DEFINE YOUR STRATEGY

The first step in implementing a community relief program is always preparedness. Now that we've provided you with program ideas and tips for planning ahead, it's time to dig into your campaign strategy! On the next page, fill out your campaign strategy worksheet. When it comes time to respond, this worksheet will help you execute an integrated campaign. You'll focus on identifying the need, setting your top goals, deciding how to drive awareness, and coming up with a list of engagement ideas for your campaign.

By filling out this worksheet, you'll be ready to build a sustainable and scalable community relief program with your team eager to rally behind it!



A framework to evaluate your community relief program

To fill this out, download this document, open it in Adobe Reader, then choose File > Save As, and rename your file.

Identify the need

Is it a natural disaster? Community need? International conflict? Humanitarian crisis? What do nonprofits and community members need? And what can your company offer in support?

Identify your organization's top 3 strategic goals

Ensure your goals align with nonprofit and community needs

Goal #1:

Goal #2:

Goal #3:



How will you drive awareness? Select the channel and assign a stakeholder

Social media:

Blogs:

Email:

Employee intranet:

Other:

Other:

Other:

Other:

List opportunities for engagement

How will you encourage employees and community members to get involved? What programs do you have in place that can quickly be adapted to respond to the current crisis? Consider credit card giving, matching programs, in-kind giving, feature nonprofits on your employee giving platform, or enable an EAP!

Opportunity #1:

Opportunity #2:

Opportunity #3:

Opportunity #4:

Opportunity #5:

Opportunity #6:

Opportunity #7:



Write down partner organizations and how that partnership comes into play

Partner 1:

Partner 2:

Partner 3:

Partner 4:

STEP 4: SELECT THE CAUSE TO SUPPORT

Now that you've set yourself up for success by readying existing programs for rapid implementation, researched the most up-to-date information on the arising crisis, and completed the strategy worksheet, what's next? It's time to narrow down the list of organizations you're looking to support. Determine what nonprofits need in order to help those directly affected by the crisis. Is it basic necessities such as food, water, or shelter? Are they looking for volunteers or staff to assist onsite? Do they need funds to send medical supplies or hygiene kits to affected communities? By identifying these needs, you'll be able to narrow down which organizations you want to support and how your employees can give back in the most meaningful way.

Provide community relief with confidence!

When a disaster or crisis hits, tons of individuals and organizations flock to give back. It can be tricky to weed through lists of nonprofits and determine which to support. We've taken the guesswork out of selecting worthwhile recipients and compiled a list of nonprofits that work to provide community and disaster relief where it's needed most:

- Project HOPE
- United States Fund for UNICEF
- International Committee of the Red Cross (ICRC)
- American Red Cross
- Save the Children Fund
- Médecins Sans Frontières (Doctors Without Borders)
- Feeding America
- Mercy Corps





Beyond this list, it's great to consult your workforce and see which nonprofits they give back to. This is especially helpful when responding to a community-based need. Your employees will likely have great ideas for local organizations doing important work, but who may not have the same level of national recognition. Reach out to these organizations directly to see what they need and how your company can offer support. It'll also demonstrate you value your employees' insights and want to align your program with organizations they personally give back to.

Whenever you're considering making a donation, it's always important to make sure it's to a vetted nonprofit. Here's a short checklist to run through to ensure regulatory compliance before selecting a local or global nonprofit.

- Is the nonprofit or receiving organization a qualified charitable entity that can receive tax-deductible donations?
- In the U.S., is the charity a valid and current 501(c)(3) organization or equivalent?
- Has the nonprofit been screened against a comprehensive and up-to-date sanctions database?
- Is there adequate security to protect the personal and financial data of employees participating in giving programs?

While this may seem daunting, this isn't something you should have to do from scratch! [Bonterra Disbursements](#) is a donor-advised fund (DAF) that vets charitable organizations to protect against fraud. [Book a demo](#) and invest in a system that proactively protects your company and employees from fraud.

STEP 5: BUILD YOUR COMMUNICATIONS PLAN

Rally support and increase participation by building a communications plan. This checklist will ensure all stakeholders receive information about your campaign so that you can achieve maximum impact.

Internal and external email

Determine which internal and external stakeholders need to be informed of your campaign and consider how many (if any) follow-up communications will be needed. Include information on campaign mission, company goals, nonprofit partners, and timeframe.

Build a landing page

Will you need to build a landing page for internal or external stakeholders with additional information, FAQs, or other campaign resources?

Social media

This is a great way for employees to share participation amongst themselves and with their networks. Draft some sample social media posts so that it's simple and easy for anyone to share—even if they're not social media savvy. On the next page, we've included helpful tips and tricks for promoting your campaign on social channels as well as a sample post!

Blog post or newsletter

Does your company have an outlet where they regularly share noteworthy news & company updates? Perhaps a company blog or weekly newsletter? This can be a great channel to promote your campaign and reach audiences who may not otherwise be made aware!



SOCIAL MEDIA

Social media is a great platform to share your efforts and rally more participation. Don't overlook the hashtag! Hashtag etiquette varies by social platform, but here are a few universal tips for getting your posts noticed:

- Use up to five tags per post.
- Capitalize the first letter of each word.
- Don't just string words together, use tags that already exist.
- Leverage hashtag tools to search for new tags.
- Keep an eye out for new and trending tags.

Top 10 community relief hashtags on social to help you get started:

#DisasterRelief	#ReliefFund	#EmergencyRelief	#DisasterResponse
#Rebuilding	#DisasterRecovery	#Preparedness	#Planning
	#EmergencyPreparedness	#Resilience	

Sample social media post:

Our hearts go out to the communities impacted by the recent earthquake in Haiti. To support those directly affected, we have partnered with [insert nonprofit name] to provide [insert type of aid]. As a company, we will be making a \$50,000 colleague match as an initial investment to support those affected by the tragedy with critical emergency services, medicine, medical supplies, and health programs [insert your program here, we've provided an example].

Want to participate? Click here: -INSERT LINK-

Tell an incredible story with stock photography

It's not always possible to have customized imagery for your campaigns especially if you have to get something running quickly. That's exactly why we have a few examples of stock photography images we feel will help promote any community relief campaign you've created. Click any of the images below to visit the image on Unsplash or Pexels and download it!



STEP 6: LAUNCH YOUR CAMPAIGN

Campaign checklist

Plan ahead

When it comes to community relief, preparedness is key. Set yourself up for success in the future by preparing programs that can be implemented quickly and monitoring current events or an arising crisis.

Fill in the worksheet and templates

When it's time to support a community in need, we've made it easy for you to launch your program and rally the team with our pre-made templates.

Communications plan

Ensure maximum participation by communicating your campaign strategy to internal and external stakeholders.

Tell a richer story with images

To help promote your campaign, we've hand-picked a few images to share on social media posts or internal literature for a richer story and greater impact.

Use the hashtags

When you share your campaign plans and photos on social media, be sure to use hashtags to spread the message further.





Useful resources



Read our Alliant Energy case study

See how one company responded quickly to support their community in a time of need. Read the case study [HERE](#).



Download our disaster relief infographic

Address all the stages of disaster response with greater agility. See how in our infographic [HERE](#).



Read our blog: Making disaster relief part of your CSR strategy can't wait

By integrating disaster relief into your company's CSR strategy, you'll be better equipped when the next crisis hits. Learn more [HERE](#).



U.S. Bank CoffeeTalk

Discover how US Bank supports local needs in the communities where their employees live and work. Listen [HERE](#).

STEP 7: EVALUATE YOUR SUCCESS

Data analysis at the end of your campaign is a strong way to analyze best practices and areas of opportunity. Begin with the essentials:

1. What was the goal and did we meet it?
2. By how much did we exceed or fall short?
3. How much did we raise or donate?
4. How many employees participated?

Once you've got these numbers in hand, you should sit down with your team and explore how they felt the campaign did:

1. How did it compare to previous campaigns?
2. Is there anything they would want to change?
3. What do they hope to see included in future campaigns?
4. Share your results internally and externally to drive brand awareness and share all the good you're doing!

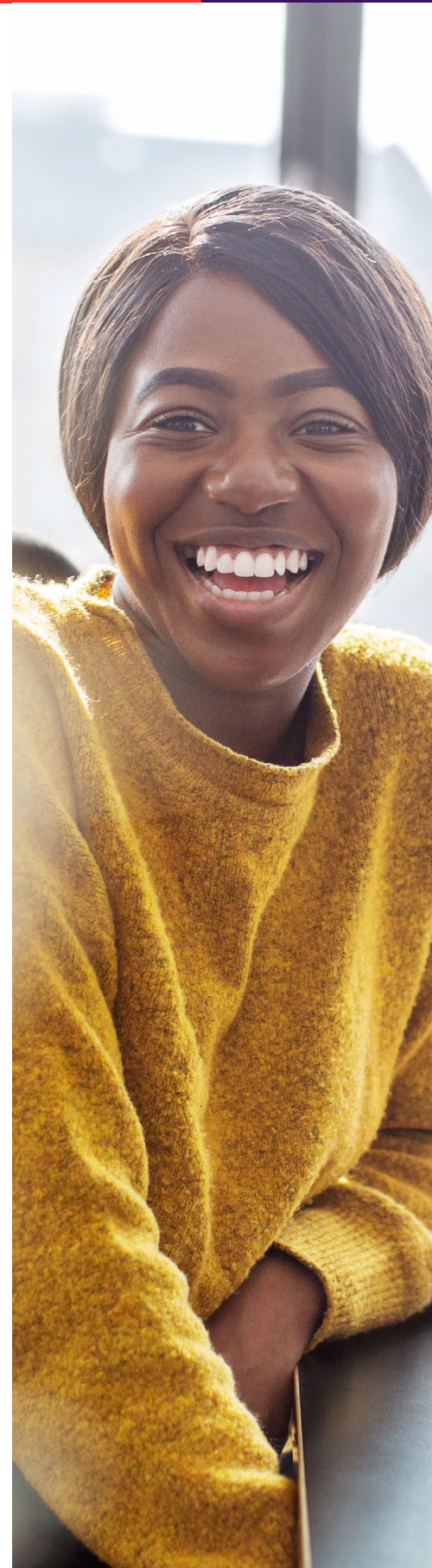
Your employees have a unique perspective that will contribute to overall success. Listen to their campaign takeaways and integrate them into future initiatives.

Good luck with your impact playbook! We look forward to seeing the engagement and awareness you build throughout your campaign.

Introducing Bonterra Insights

Bring your data to life. Organize, optimize, adapt and enable programs faster than ever before with a hands-on approach to understanding and exploring your data for real-time decision-making and rapid response when emerging needs arise.

[Learn more →](#)



Closing

UNIFY AND AMPLIFY ALL OF YOUR GIVING EFFORTS

Participation is everything when it comes to a successful campaign! Now that you have a playbook that will help you kick off a successful community relief program, it's time to consider what else will help you make a greater impact.

That's where Bonterra CSR comes in.

Bonterra Corporate Social Responsibility offers a comprehensive suite of tools to maximize generosity from corporations and foundations. Our simple, smart software allows organizations to:

- Unite your CSR initiatives into one system.
- Drive deeper engagement with employees and build a culture of purpose and belonging.
- Give with the confidence that compliance requirements are being met.
- Create and share compelling, data-driven stories of social impact.

See why some of the world's largest, most-respected organizations trust Bonterra CSR to help them create lasting change!

[Sign up for a personalized walkthrough →](#)

