

As you evaluate your credit union's approach to philanthropy and social impact, you should consider integrating these six strategies:

- 1** Focus on logistics by:
  - Creating an operational framework with the Cornerstone Foundation
  - Designating staff to oversee these efforts
  - Setting a strategy for funding and marketing
  
- 2** Be strategic when deploying resources by selecting causes:
  - That matter to your membership
  - Where your level of giving can make a meaningful difference
  - Where you can leverage internal expertise (e.g., financial wellness)
  - Where the community has the highest levels of need
  - That establish partnerships with reputable community organizations whose sole purpose is to tackle such cause
  
- 3** Measure and report – design an IMPACT report that consider the following elements:
  - The “why” behind the strategic initiatives
  - The impact statement (or theory of change) behind each initiative
  - Aggregated results including monetary support, partnerships, number of volunteering hours and causes, and other cash donations
  - Results (i.e, tangible community impact, year-over-year changes, partnering organization accomplishments, anecdotes, and social media impressions)
  
- 4** Get – and keep – employees on board by:
  - Instilling a culture of volunteering
  - Collecting and acting on feedback surrounding your philanthropic strategy
  - Organizing an employee committee
  - Providing paid volunteering hours
  - Creating a tracking system for employees to aggregate their volunteer hours
  
- 5** Engage members by:
  - Inviting members to nominate a local nonprofit
  - Making it easy for members to financially support through your portals (e.g., website, online banking, or in a branch)
  - Sharing information in social media and track impressions
  
- 6** Tell your story thoughtfully by:
  - Finding the right balance for your giving strategy
  - Carefully choosing your partnerships that can elevate your giving
  - Focusing on mission, impact, and story telling