



# AUGUSTUS



## CASE STUDY | CORPORATE CITIZENSHIP STRATEGY

### **Client's Challenge**

Like many organizations, The Client had a strong history of charitable investments. However, as their business grew with employees and new offices across the country, The Client recognized the need to connect their goals of strategic community impact with growing employee engagement, which required implementing a non-existent Corporate Citizenship strategy. The Client's strong and passionate leadership team understood they may need to increase their overall budget for Corporate Citizenship but sought to understand if it was necessary and by how much. The Client also desired to increase their influence as a community leader in the area of their headquarters.



## Augustus' Solution

Augustus understands your business is as unique as the DNA of your leaders, employees and the communities you serve. For this reason, we began this strategic engagement by reviewing The Client's charitable investments for past three years; a zip code analysis of employees; and charitable giving opportunities in their markets. Armed with that knowledge and The Client's goals to be more strategic with the same amount or increase of resources, we created an Engagement Opportunity Radar and developed a Corporate Citizenship Strategy for The Client's next two fiscal years. The uniquely tailored Corporate Citizenship Strategy met The Client goals of increasing their position as community influencer; increasing employee engagement through giving and volunteerism; and strategically investing in the community for maximum impact. It captures community investments both capital and human, leverages and grows employee engagement with tailored opportunities to their passions, and increases brand sentiment for Medical Protective throughout the Fort Wayne community.

### Timeline

	SEPT	OCT	NOV	DEC
P1	ASSESSMENT			
P2		STRATEGY DEVELOPMENT		
P3			FEEDBACK AND FINAL PLANNING	

### Deliverables

Augustus provided all work-products, which included:

- All research findings from Phase One
- Corporate Citizenship Strategy
- Engagement Opportunity Radar
- Common systems, criteria, goals, measurements and communications plan for charitable investments.
- Measurements for tracking ROI

### Impact on client's business

The Client was able to immediately begin their charitable giving cycle with a new framework of systems and criteria for which to approve. They extended their previous Corporate Citizenship strategy to include employee engagement beginning first employee designated grant-making. The Client anticipates strategic giving designed by the Corporate Citizenship strategy at no increased cost in year one, and an increase of an appropriate level in year two. Storytelling will be used internally and externally to celebrate the success of The Client's Corporate Citizenship strategy.