

Implementing a Corporate Social Responsibility Programme – Action Plan

Engage leadership at start & throughout
 * Endorsement letters from CEO
 * Top tips for engaging leadership

Survey staff/ Identify existing activities
 * Staff survey for developing a CSR programme

Form core committee
 * Terms of reference

Agree strategy, set targets and develop policies

* Sample CSR policy
 * Draft CSR strategy paper and targets
 * The business case for CSR

* Sample ethical code of business conduct
 * How to develop CSR strategies & policies
 * How to build and launch a CSR programme to maximise staff engagement

Volunteering
 * Sample volunteering policy
 * Top tips for building a volunteering programme
 * Benefits of employee volunteering
 * Volunteering evaluation forms
 * Sample volunteering appraisal questions (including skills matrix)
 * Business Benefits of CSR Activities
 * Volunteer of the year application form
 * Sample volunteering opportunities

Gifts In-Kind
 * Examples of gifts in-kind
 * Gifts in-kind inventory

Corporate Giving/Staff Fundraising
 * Charitable giving policy
 * Matched funding policy
 * Matched funding case studies
 * Give As You Earn application form
 * Charity of the Year application form
 * Employee application form for matched funding
 * Top tips for staff fundraising
 * Charity selection process
 * Charity selection form
 * How to encourage successful fundraising

Environment
 * Sample environmental policy
 * How to develop an environmental programme
 * Environmental action plan
 * Sample environmental charter
 * Environmental top tips
 * List of useful environmental organisations
 * Adapting to climate change

Employment / Diversity
 * Training & employability schemes flowchart
 * Sample work experience policy
 * Health & Safety form
 * Evaluation form (employer)
 * Evaluation form (employee)
 * Top tips for employee wellbeing
 * How to establish network groups
 * Sample diversity and inclusion strategy
 * Sample equality & diversity policy
 * Sample flexible working policy
 * Sample flexible working application form
 * Sample diversity monitoring template

Responsible Procurement
 * Toolkit
 * Sample responsible procurement policy
 * Top tips for supplier diversity
 * How to develop a responsible procurement strategy
 * Ethical supplier questionnaire
 * Sample supplier risk matrix

Appoint champions
 * Job Description – CSR Champion

Involve staff when choosing partners
 * Form for staff to nominate charities
 * Top tips for working with community partners
 * List of useful organisations and websites
 * Charity selection process
 * Top Tips for Developing the Terms of a Charity Partnership

Memorable launch
 * Top tips for launching the programme

Punchy communications & activities to maintain momentum
 * Top tips for staff fundraising
 * Top tips for communicating your programme and maintaining momentum
 * Top tips for launching a programme
 * Key issues around running a Community Involvement programme

Monitor & evaluate (including via appraisals?)
 * Staff engagement – pros & cons of different approaches
 * Sample appraisal questions on volunteering
 * Volunteering evaluation form (team activities)
 * Volunteering evaluation form (individuals)
 * Sample CSR satisfaction survey - for staff involved in CSR
 * Top tips for measuring success
 * Measuring, evaluating and reporting
Join London Benchmarking Group (LBG)

Reward success and great ideas
 * Volunteer of the Year application form
Apply for Dragon Awards – www.dragonawards.org.uk

Communicate externally
 * Top tips for communicating your programme and maintaining momentum

* = Sample materials, only available through Heart of the City

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Continuous Review

