
Engaging Corporations in Social Justice

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Over a decade of experience fundraising for NYC-based non-profits and political campaigns, with particular expertise in corporate engagement.

Safe Horizon

UNICEF USA

Inwood House

Children of Promise

Obama for America

nsoro Foundation

Young Women's Leadership Network

PepUp Tech

Grace Institute

Streetwise Partners

Jessica James Consulting

JJC works with both non-profit and corporate clients to bridge the gap between the sectors and build mutually beneficial partnerships.

Services for non-profits include:

- Interim/temporary Director of Development placement
- Ongoing generalist Development consultation services
- Design and facilitation of non-profit Board trainings on effective corporate fundraising strategies
- Development of comprehensive corporate engagement programs
- Development of signature and customizable corporate volunteer events
- Facilitation of workshops and coaching services to Development staff on corporate engagement and leading effective corporate volunteer events

Tell me about you!

Are you representing a school or non-profit?

Are you actively involved in Development?

Have you worked with a corporation to benefit your school/non-profit before?

How did it go!?

Why does corporate support matter?

- 85% of S&P 500 companies published a CSR report in 2016
- 64% of millennials won't take a job if a company doesn't have strong CSR values
- 91% of global consumers expect companies to do more than make a profit, but also operate responsibly to address social and environmental issues
- 84% say they seek out responsible products whenever possible
- 90% would boycott a company if they learned of irresponsible or deceptive business practices

Companies realize that profit = responsibility

Recent examples - what are impressions of each?



What does this mean for social justice?

Companies are scrambling to find partners that align with their employees/customers/clients values and views for the future.

It is no longer enough to write checks to galas and it's no longer enough to do one "day of service" a year.

Companies are beginning to look for meaningful, integrated partnerships.

Social justice organizations are doing themselves a disservice if they do not capitalize on it.

**This is
your
call to
action!**

How do you begin a corporate engagement program (part one)?

Start by posing these questions to your leadership team:

- What types of activities would serve our mission?
- What would directly benefit our students/clients?
- What items/products do we need more of?
- What types of activity (number of volunteers, frequency of activities) can we handle with our current funding and resources?
- Are there any OFF LIMIT companies or activities?

How do you begin a corporate engagement program (part two)?

Volunteering is the pathway.

Collaborating together, Development and Program teams can design one or more volunteer events that meet the needs of students and give corporate professionals a meaningful way to engage.

This can be through signature volunteer events (a la “Cool Women, Hot Jobs”) or customizable done-in-a-day projects for corporate groups.

What are fears & hesitations about corporate partnerships?

Selling out

Becoming a tool for their marketing efforts

Becoming beholden to them in some way

Exposing students/clients to their brands

Hard to manage

Resource and time intensive

Potential negative press

Fallout from other funders

How can we address and manage those fears?

First, meet internally and define your guidelines regarding:

Logo use - Theirs AND yours

Social media - Do you approve before posting? Pictures?

Roles of volunteers - Off limit topics, attire

Financial requirements - What funding comes with this?

Length of partnership - After one year will you “renew”?

What is owed to them - Check ins, reports, testimonials

Then put it on paper and share with your corporate contact.

REMEMBER....

Stand firm on any funding requirements or needs.
Organizing volunteer events for their employees takes
your school/organization's valuable time and resources.

They need you more than you need them.
Be willing to walk away if they aren't able to give you what
you want.

They are taking our lead when it comes to changing the
world. Show them how it's done.

“I cannot say whether things will get better if we change; what I can say is that they must change if they are to get better.”

- Georg Christoph Lichtenberg

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