



THE 2018 CIVIC 50: SURVEY 101

Technical Assistance Webinar
Thursday, December 14, 1 – 2 p.m. EST

An Initiative of:

POINTS
OF LIGHT

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Webinar Logistics

- All lines are muted.
- You can either choose to call in over phone or use VoIP. More information about both options is located in audio box.
- Have a question? Share them in the “chat” pod or “raise your hand”
- Download handouts in the “file” pod
- We are recording this session and will be sharing on website after webinar

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Opening Poll

Have you taken The Civic 50 survey in the past?

- a. Yes
- b. No
- c. Not sure

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Agenda

Welcome and Introduction

What is The Civic 50?

Why Your Company Should Participate

What it Takes to Become a Civic 50 Honoree

Civic 50 Survey Overview

Farron Levy, President, True Impact

How You Can Participate and Civic 50 Resources

Q&A

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What is The Civic 50?

What: The Civic 50, an initiative of Points of Light, recognizes the 50 most community-minded companies in the nation each year as determined by an annual survey.

How: By benchmarking and celebrating best practices, it provides a framework for good corporate citizenship and showcases how companies can use their time, skills and other resources to improve the quality of life in their communities.

Who: Points of Light. Survey powered by True Impact.

When: The Civic 50 consists of three main programmatic elements: survey launch and data collection (Fall 2017 – Spring 2018); awards ceremony, announcement, key findings brief (June 2018); sector education and promotion of best practices (Summer 2018 – Fall 2018)

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About the 2018 Survey

- The Civic 50 survey continues to include public and private companies with revenue of \$1 billion and over.
- It is entirely quantitative and multiple-choice, built on feedback and review of an Academic Panel.
- New for 2018:
 - Two new awards – in addition to the 50 honorees – that will honor two companies with excellence in volunteerism investment and impact
 - Regionalization of The Civic 50 in Orange County, California

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Survey Process

- Self administered
- Quantitative and multiple choice questions, with optional narratives
- Deadline: 11:59 p.m. EST, Thursday, March 1, 2018
- Notification: Spring 2018
- Awards ceremony, media announcement and publication of key findings brief: June 2018

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The logo for Points of Light, featuring a stylized star or flower shape composed of small dots in blue, green, and yellow.

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Why Should Your Company Participate?



You can:

- Be nationally recognized as one of the most community-minded companies at Points of Light's Conference on Volunteering and Service
- Gain media exposure as a leader in corporate citizenship
- Share your best practices and continue to learn from peers



What Does it Take to Become a Civic 50 Honoree?

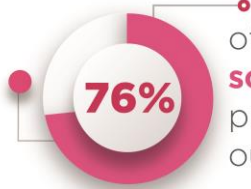
We evaluate four dimensions:

- **Investment:** how companies extensively and strategically apply their resources to community engagement in the U.S.
- **Integration:** how companies integrate their community engagement programs into key business functions
- **Institutionalization:** how companies support community engagement in the U.S. through policies, systems and incentives
- **Impact:** how companies measure the social and business impact of their community engagement program in the U.S.

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of Civic 50 companies **measure the social outcomes** of their volunteer programs, going beyond measuring outputs.



64% of Civic 50 companies offer employees **volunteer time off** to support their service to the community.



Key stats from the 2017 survey:



Nearly 90% of Civic 50 companies use community engagement to support **employee engagement**.



Nearly 85% of Civic 50 companies use community engagement to support **diversity and inclusion efforts**.



Multi-faceted investment is on the rise. Nearly **45%** of grants from Civic 50 companies provide additional support through **volunteers, in-kind goods or multi-year pledges**, an increase from 38% in 2016.





Civic 50 Survey Walkthrough and Technical Assistance



Farron Levy
President, True Impact

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- Logging into the survey
- Different types of questions: text boxes, check boxes, radio buttons
- Advancing through the survey
- Completing the survey

The Civic 50 - 2018 Corporate Survey

CATEGORIES

Introduction	→
Company Profile	☐
Dimension 1: Investment	☐
Dimension 2: Integration	☐
Dimension 3: Institutionalization	☐
Dimension 4a: Impact (Social Value)	☐
Dimension 4b: Impact (Business Value)	☐
Verification & Feedback	☐
Report Options	☐

SAVE & EXIT

Introduction

The Civic 50, an initiative of Points of Light, recognizes the 50 most community-minded companies in the nation (public and private companies with U.S. operations and revenues of \$1 billion or more) each year as determined by an annual survey. By benchmarking and celebrating best practices, it provides a framework for good corporate citizenship and showcases how companies can use their time, skills and other resources to improve the quality of life in their communities. Honored every year at Points of Light's Conference on Volunteering and Service, The Civic 50 is a roadmap for how companies can turn good intentions into sound business practices.

Civic 50 winners are selected based on four dimensions of their U.S. community engagement program, as determined by an annual survey:

- **Investment:** How extensively and strategically the company applies its resources to community engagement in the U.S., including employee time and skills, cash, in-kind giving and public leadership.
- **Integration:** How a company's U.S. community engagement program supports business interests and integrates into business functions, or how it "does well by doing good."
- **Institutionalization:** How the company supports community engagement in the U.S. through its organizational policies, systems, and incentives.
- **Impact:** How the company measures the social and business outputs and outcomes of its U.S. community engagement program.

Timeline

- The Civic 50 survey launch (Tuesday, November 15, 2016)
- Survey data collection (November 15, 2016 - March 1, 2017)
- Evaluation and data analysis (March- April 2017)
- Company notifications (Spring 2017)
- The Civic 50 announcement and release of best practices report (June 19-21 2017, Points of Light Conference on Volunteering and Service - stay tuned for details about this special event!)
- Sector education campaign and promotion: Summer-Fall 2017

A few important notes:

- Confidentiality statement: All data collected in this survey will contribute to a company ranking, unless explicitly noted otherwise. Only the rankings of the Top 50 scoring companies overall or top scoring company by sector and non-scored descriptive information requested in optional questions will be shared publicly with attribution. Names and rankings of companies that participate but do not have rankings qualifying for the Top 50 overall or top position by sector will be kept confidential. All other information submitted on *The Civic 50* application may be aggregated and shared for benchmarking and continuous improvement purposes, but will be anonymous (not attributed to any specific company). Any information *The Civic 50* wishes to publicly attribute to a specific company beyond a Top 50 or Top Sector ranking and the opt-in "mini case studies" will be cleared with that company prior to release.
- Word count: To promote concise responses and to ease the demands on respondents, a 200-word count limit is imposed on each open-ended question. If you exceed this limit, an error notice will display and you will not be able to submit your survey until your answer is appropriately shortened.
- Saving your work: To save your progress in each section, please click the green "Accept" button in the bottom, right-hand corner of the page, or the "Save and Exit" button on the left-hand side under the category navigation. DO NOT use your browser's "back" function or the category navigation bar to move between sections without first clicking the "Accept" button, or your responses will not be saved. Once the "Accept" button is clicked, you or other team members collaborating on your submission can navigate, exit, and re-access your survey at any time using the password you chose upon starting the survey.
- Viewing/Printing your submission: To print a copy of your entire survey, log in to your account and click the orange "Print" link in the upper right-hand corner of the screen (note: you must have saved - by clicking the Save & Exit button - at least once for the Print link to begin displaying on your application). This will show you the entirety of your submission as it currently stands. Use your browser's regular print function to print your submission. For multiple-choice questions, only the answer you select will be printed (not all possible answers), so you may wish to cross-reference with the full survey to see all your answering options.
- Company differences: Any monetary or numerical data requested by this survey to assess magnitude of corporate investment, involvement, or impact will be normalized by company revenues or number of employees to control for size during *The Civic 50* ranking process.
- Additional resources: For more information on *The Civic 50*, including a summary analysis report on last year's submissions, visit Civic50.org. For list of defined terms used in this survey, [click here](#).

Support:

- For technical support with the survey, please contact civic50@trueimpact.com.
- To access *The Civic 50* participant packet, including a program overview, FAQ's, survey completion instructions, the full survey instrument, and glossary of terms in PDF format, [click here](#).
- For any questions about *The Civic 50* guidelines or process, please contact civic50@pointsoflight.org.

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Open existing Proposal

Please begin by entering some basic information:

What is your name?

What is your email address?

Please provide a password for when you return to this proposal:

Official company name (as you would like to see it printed on published materials if your company ranks in the top 50, or the name of the company for which you are completing the survey):



Do not use your browser's back button. Your answers will not be saved.

The Civic 50 - 2018 Corporate Survey



CATEGORIES

Introduction	☐
Company Profile	☒
Dimension 1: Investment	☐
Dimension 2: Integration	☐
Dimension 3: Institutionalization	☐
Dimension 4a: Impact (Social Value)	☐
Dimension 4b: Impact (Business Value)	☐
Verification & Feedback	☐
Report Options	☐

SAVE & EXIT

Company Profile

Please provide the following descriptive and contact information for your company:

1. Company mailing address (street) (Required)

2. Company mailing address (city) (Required)

3. Company mailing address (state) (Required)

4. Company mailing address (zip code) (Required)

5. Annual US revenues (in millions):

For example, if your company's annual US revenues are \$4.2 Billion, then enter 4200 (which will display \$4,200). (Required)

\$

6. Total number of employees in the US: (Required)

7. Global Industry Classification Standard (GICS) sector:

- Choose An Answer - ▼

Data entered in this survey should be for your most recently completed reporting year. Please enter the start and end dates of that year here:

8. Reporting start date (month/day/year): (Required)

9. Reporting end date (month/day/year): (Required)

1. Select the top five business functions your US community engagement program supports, and then describe its level of integration. (Required)

☒ Marketing/PR

1. Marketing/PR. To what degree does your company leverage its community engagement activities to enhance its brand in the marketplace (e.g., through cause marketing, issue branding, ads that feature community engagement, etc.)?

- ☐ Formal written strategy coordinated with the PR/marketing dept., broadly and consistently implemented across the US
- ☐ Formal written strategy coordinated with the PR/marketing dept., implemented on a limited basis in the US
- ☐ Informal strategy, broadly and consistently implemented across the US
- ☐ Informal strategy, implemented on a limited basis in the US
- ☐ Not applicable / does not occur
- ☐ Cannot share this information

☐ Sales

☐ Skill/Leadership Development

☐ Recruiting

☐ Stakeholder relations

☐ Diversity and inclusion

☐ Health and wellness

☐ R&D/innovation

☐ Other

☐ Employee engagement

PREVIOUS



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Verification & Feedback	☒
Report Options	☐

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Verification

1. The answers provided within this application are true to the best knowledge of the corporation and its employees. (Note: Companies found to falsify information will be banned from participating in *The Civic 50* for a period of no less than 5 years) (Required)

☐ Yes

☐ No

2. Please upload a vector or EPS logo that can be used for promotion/publication purposes if your company appears on *The Civic 50*. (Required)

No file chosen

3. How did you learn about The Civic 50? (Required)

4. If relevant, please provide any additional guidance or conditions associated with the disclosure of your company name or use of your company logo. If none to add, please enter "None." (Required)

5. Comments/Questions/Feedback on *The Civic 50* (Note: responses to this question are completely optional (but encouraged) and will not affect scoring.) If none to add, please enter "None." (Required)

6. Approximately how many staff hours did it take you to complete your survey submission? (Required)

PREVIOUS

☒ ACCEPT



Scorecards

1. Individual
2. Sector
3. Comprehensive

Mini Case Studies

- Examples illustrating participants' community engagement strategies for each dimension

Dimension	Score	Overall			Sector	
		Rank	Tier	Medal	Rank	Tier
Overall	###	Top 50: Yes			--	
Dimension 1: Investment	###	5	Top 10%		1	Top 10%
Dimension 2: Integration	###	67	Lower 25%		11	Top 50%
Dimension 3: Institutionalization	###	35	Top 25%		2	Top 10%
Dimension 4a. Impact (social)	###	62	Lower 25%		7	Top 50%
Dimension 4b. Impact (business)	###	48	Top 50%		6	Top 25%

Scored Questions	Your Entry	Score % tot pts	Overall / [Your Sector]		
			Your Rank	Vs. Avg.	Percentile
Dimension 1: Investment	-	###	5	43%	Top 10%
Q1. Participants	32%	75%	23	47%	Top 25%
Q2. Hours / # employees	13.2	100%	5	45%	Top 10%
Q3. % SkillsBased	12%	75%	45	12%	Top 50%
Q4. Value (grants) / revenues	.031%	100%	3	76%	Top 10%
Q4. Value (grants) / Q5. Number	\$52,500	50%	2	65%	Top 10%
Q6. % Multifaceted Investment	13%	25%	61	-38%	Lower 25%

Scored Questions	Your Entry	Score % tot pts	Overall / [Your Sector]				
			Your Rank	Top 10% if more than	Top 25% if more than	Top 50% if more than	Lower 25% if more than
Dimension 1: Investment	-	###	5	###	###	###	###
Q1. Participants	32%	75%	23	38%	30%	23%	12%
Q2. Hours / # employees	13.2	100%	5	12	6.7	4.6	2
Q3. % SkillsBased	19%	75%	45	27%	18%	12%	6%
Q4. Value (grants) / revenues	.031%	100%	3	.03%	.024%	.018%	.01%
Q4. Value (grants) / Q5. Number	\$52,500	100%	2	\$45,455	\$38,642	\$27,054	\$18,754
Q6. % Multifaceted Investment	13%	25%	61	38%	30%	23%	12%

* For illustration only (not actual data or benchmarks)



How You Can Participate and Civic 50 Resources

- Access the survey: www.civic50.org
- Read the full report: “Inspiring and Leading in Times of Change: Insights and Best Practices from The 2017 Civic 50” (File Pod)
- 2017 Webinars: Inspiring and Leading in Times of Change series ([Download](#))
- 2017 Civic 50 Infographic (File Pod)
- Participant packet: FAQs, survey questions and more (File Pod)
- Access all this and learn more at www.civic50.org
- Engage: [@TheCivic50](#) (Twitter, LinkedIn)

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Q. What organizations are eligible to participate in The Civic 50?

Q. When will I receive my score?

Q. How will the information I submit be used?

Q. What industry classification system do you use?

Q&A



Take the Survey!

www.civic50.org

For content or program-related inquiries,
contact Civic50@pointsoflight.org.

For technical support with the online survey,
contact Civic50@TrueImpact.com.

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Thank you!