

## **Checklist to Kick-Start Your Organization's CSR Initiative**

### **Alignment with our Purpose**

1. This request from the charity/NGO to engage is aligned to our goals as a company
2. We have conducted our due diligence on the charity/NGO
3. We have researched or sought and received information of other organizations which engage with this charity/NGO
4. We have a documented agreement with this charity/NGO
5. Our legal department has verified the agreement

### **Partnership and Opportunities**

1. We have a roadmap of how we want to conduct this partnership with the charity/NGO
2. We can clearly articulate why we are engaging with this charity/NGO
3. We are aware of opportunities to get our staff involved
4. We foresee a long term plan for staff engagement

### **Communication Strategy and Plan**

1. We have outlined a communication strategy and plan for informing our staff, stakeholders and the charity/NGO
2. We have defined what our staff can expect from this engagement (sign up as volunteers, contribute funds, enroll for their programs etc)
3. We have a plan to follow-up and communicate the outcomes from this engagement