



Women's Business Club

# CSR ACTION PLAN

*Impact your world through disruptive generosity*



My Success Story

Chapter 6 – Giving

# Introduction

CSR, also called corporate conscience, corporate citizenship or responsible business, is the process of assessing an organisation's impact on society and evaluating their responsibilities. CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and national or international norms.<sup>1</sup>

CSR should aid an organisation's mission as well as serve as a guide to what the company represents for its consumers. Business ethics is the part of applied ethics that examines ethical principles and moral or ethical problems that can arise in a business environment.

ISO 26000 is the recognised international standard for CSR.

You may be familiar with phrases such as, “What goes around comes around.” and “What you sow you reap.”

As well as lovely quotes such as John Holmes’, “There is no exercise better for the heart than reaching down and lifting people up.”

John Bunyan’s, “You have not lived today until you have done something for someone who can never repay you.”

And Kahlil Gibran’s, “You give but little when you give of your possessions. It is when you give of yourself that you truly give.”

But what do you say? How do you feel about giving back? Do you enjoy giving away your time and money or does the mere thought of it make you cringe, not because you are selfish but because you have so little of it to spare?

Generosity is a fundamental part of our values at Women's Business Club. We're in it for more than just making money - we're in it to change the world through empowering women.

As a club, as a collective of business women we are committed to using our success and our resources to not only disrupt the industries we are in, but even more importantly the world around us.

As successful and empowered women, we can tackle things like climate change, systemic racism, poverty, human trafficking and illiteracy to name but a few. We believe in using generosity to empower the disempowered.

Where do you want to see change in the world?

In this CSR Action Plan we hope to inspire you to see giving back in a new way, in a way that not only benefits others but also benefits you and your business. The most important thing is the reason for giving back – for us it can simply be BECAUSE WE CAN.

It doesn't need to be any more complicated than that! CSR is much more than just supporting a charity but this is the area that we will be focusing on at this time.

Here are some obvious reasons to be a 'giving' businesswoman:

- It's the right thing to do!
- Help others when you give
- Feel good when you give
- Get noticed when you give

Here are some reasons why giving will help your business grow:

- Broaden your customer base
- Improve your profile
- Maximise your marketing reach
- Increase your income

But how you ask? This is great in theory but I can't see how to be more giving and how it will help my business in return. Well, I am so pleased that you asked! Let's put a CSR Action Plan together for you now in three easy steps...

- Identifying synergies between business and charities
- Improve Your Brand Value and Reputation
- Identifying synergies between business and charities

You can go beyond giving back and also take a look at other areas your CSR Action Plan such as:

- Protecting the environment - looking at recycling, conserving energy, environment-friendly technology, etc
- Protecting your people - equal opportunities, fair labour, anti-trafficking policy, etc
- Investing in your people - training, education opportunities, team building, etc

*Angela* X

<sup>1</sup>Rasche, Andreas; Morsing, Mette; Moon, Jeremy (2017). Corporate Social Responsibility: Strategy, Communication, Governance. Cambridge, UK: Cambridge University Press. pp. 6f. ISBN 978-1107114876.

# 1. Identifying synergies between business and charities

It's best to find common ground between you and the charity you would like to partner with making it much easier to link your activity with your business and it also makes it easier for you to be passionate about the cause. Find businesses and charities that you can partner with and get in touch letting them know what you have to offer and any creative ideas you have in mind. At the Women's Business Club we usually start by looking for something fun or something high profile to get involved with. If it involves dressing up we will immediately ask how we can get involved - who doesn't like getting dressed up after all? Climbing mountains, jumping out of aeroplanes and dressing up as superheroes have all been done by us and we are always looking for new and fun things to do to support charities. Last year we partnered with Active Gloucester to create Active Business Women and Netwalking. There is so much synergy between our business and our partners. We support them, they promote us, our members have fun and reap the benefit. It's a win/win all around.

**Write a list of charities you could potentially partner with and include possible common ground or areas for synergy.**

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## 2. Improve Your Brand Value and Reputation

Co-branding, alliances and website linking will help your business to gain credibility and exposure. We have done so with many of the above-mentioned activities and it has proven to be very successful. Being visible in the community, especially when partnering with important causes creates customer loyalty too. Building and maintaining a reputation as investing in and/or fighting for issues your customers care about- facilitates your customer to engage along with you. But be authentic or don't do it at all! You will severely damage your customer's trust and view of your business if deceive them in any way.

You could also use your professional skills to partner with your chosen charity, for example, if you can build website you can offer to build or maintain your chosen charity's website and put your business details in the footer. Or, if you are a design company you can assist with design and ask if there is an opportunity to place your logo or website on whatever you have created for them. It's not that you are giving to get back but there is no harm in asking for opportunities if there are any available.

**Write down various ways that you can partner or co-brand with your chosen charity.**

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### 3. Gain Publicity For Your Business

A great plus that results from being a giving business woman is that it will improve your profile in the community through events, PR, publicity. The local press loves a good giving story so keep them informed of what you are up to. Radio, newspaper and sometimes even TV will jump at the chance to support your partnerships or giving plans. Social media will also spread what you are doing like wildfire, people would much rather share a heartwarming story or a business with a cause than just a business trying to make yet another sale. Stand out by standing up for someone else!

**Write down some press headlines or story ideas that you can use for PR with your chosen charity.**

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## My Success Story

My Success Story offers practical business tools and events tailored to female entrepreneurs.

Join us as we dive into topics such as vision, confidence, work-life balance, sales, social media, PR and so much more. In a nutshell, everything you need to know to build a healthy and successful business is available through the My Success Story program. There's no contract, you can cancel any time, but we are so confident that you will love it and want to stay!

**Learn how to start, grow and scale a successful business.**

**[Find Out More](#)**

