

How to Help

5 Steps to Effective Corporate Disaster Giving Campaigns

Kate Olsen

An eGuide for corporations
from your friends at
[Network for Good](#)

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Network  for Good™

About Us



Network for Good is a nonprofit social enterprise that empowers corporate partners and nonprofits to unleash generosity and advance good causes.

We're here to help your company do well and do good. Based on your needs, Network for Good will shape a cause solution that drives your business and philanthropic goals.

Our proven technology and expertise will enhance your cause marketing initiatives to:

- Match and align your brand with the right cause
- Maximize your campaign impact through smart, effective design
- Measure the ROI of cause programs for your brand

Network for Good has processed more than \$550 million in donations for more than 60,000 nonprofits since its 2001 founding by AOL, Cisco and Yahoo!. www.networkforgood.org

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Given to attendees at *A Small Act* screening events.



Given as a gift to AOL's top advertising partners.

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About this eGuide

In the wake of humanitarian disasters, such as the earthquake in Haiti in January 2010 and the earthquake and resulting tsunami in Japan in March 2011, Americans unfailingly respond with a rapid outpouring of donations to nonprofit organizations that mobilize to provide emergency aid and rebuilding assistance. This eGuide provides insights gleaned from ten years of powering those disaster donations and proactive recommendations to help companies expand their Corporate Social Responsibility (CSR) programs to include timely and effective disaster giving campaigns for customers and employees.

During times of disaster, Network for Good serves as a hub for both individuals supporting one or a few nonprofits and companies seeking to provide disaster giving resources for customers and employees. Network for Good curates a list of nonprofits responding to the disaster at hand and facilitates donations to the response effort through our proven donation processing platform.

Effective, thoughtful and timely disaster response is in Network for Good’s organizational DNA. Network for Good was founded in 2001 by technology companies AOL, Cisco and Yahoo! in the wake of the 9/11 tragedy to help facilitate donations to the American Red Cross.

The disaster planning framework and recommendations included in this eGuide were informed by giving responses through Network for Good and its partners across several large-scale humanitarian disasters including:

- 2004 Indian Ocean tsunami: \$11 million for 124 charities
- 2005 Hurricane Katrina: \$13 million for 344 charities
- 2010 Haiti earthquake: \$7 million for 656 charities
- 2011 Japan tsunami: \$7 million for 155 charities

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Introduction: Why You Need a Disaster Plan

Humanitarian and natural disasters attract impulse donations in response to media coverage of the unfolding tragedy. In fact, many individuals who do not regularly donate to nonprofits are compelled to make charitable contributions in the wake of a disaster. Network for Good sees online giving activity spike by factors as high as ten in the days following a large-scale disaster.

Technology makes it easier for individuals to act on the impulse to give right when they learn of the breaking news or see a call to action. For example, Network for Good media partners, Yahoo! and AOL, embed 'how to help' links within news stories so site users can support relevant organizations as they read about the developing emergency response. Text-to-give and mobile campaigns also provide a convenient way for people to donate, as evinced by the success of the text campaigns for Haiti relief, which raised over \$43 million through the Mobile Giving Foundation for several organizations such as the American Red Cross.¹

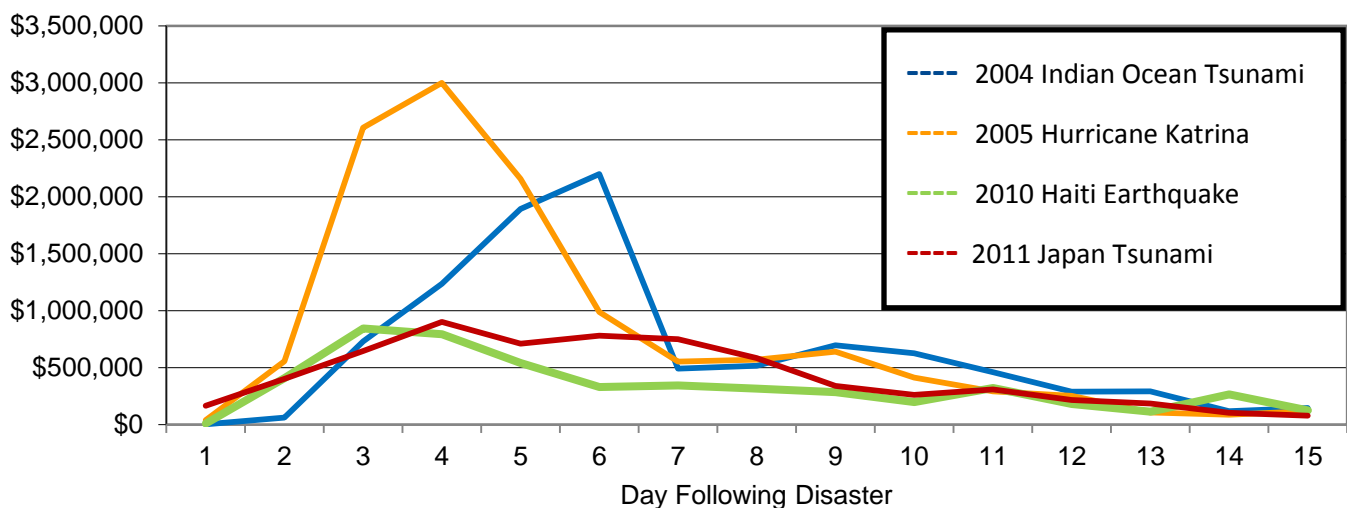
The Growth of Disaster Giving Online

- After 9/11, 1/10 of giving was online
- After Tsunami, 1/4 was online
- After Katrina, 1/2 was online
- After Haiti & Japan, most was online and on mobile

Source: The Chronicle of Philanthropy, NTEN, USA TODAY reporting

When a disaster emerges, the majority of public support pours in within the first few days and then quickly tapers off. The graph below demonstrates this trend for several large-scale disasters since 2004. The impact of media attention on giving levels cannot be overstated. Additional donation spikes in the weeks following a disaster are often the result of renewed focus on the disaster in the media. For example, the nuclear crisis following the tsunami in Japan in March 2011 kept the story front and center in the news for over a week.

Disaster Donations by Day through Network for Good Platform



Source: Network for Good

As the graph above underscores, disaster preparedness is essential if your company seeks to empower an effective giving response from consumers and employees. Once the immediacy of the event wanes, it

becomes harder to rally your audience with a compelling donation appeal. That said, there are longer-term recovery initiatives involving in-kind product donations or volunteers that complement the immediate donation response and serve the reconstruction effort long after donors have moved on to the next disaster in the news. Companies can consider a two-phase disaster approach that 1) immediately prioritizes cash donations in the days following a disaster so rescue organizations can source the needed supplies, and 2) contemplates recommending vetted volunteer opportunities during the weeks and months of recovery, once the specific needs are understood and nonprofits have a chance to structure tangible projects.

Many companies are compelled to help in the days following a disaster, but don't have a disaster plan that can be activated easily. The moment a disaster strikes is not the time to begin formulating a unified corporate response. That foundation must be laid in advance to ensure that the right people, resources and messaging are deployed at the right time. This eGuide provides a framework to lay that groundwork now.

Spotlight: Capital One No Hassle Giving Site Japan Response

In 2008, Capital One partnered with Network for Good to create the No Hassle Giving Site, a giving portal available to all Capital One credit and debit card customers. Through the site, customers can donate cash, rewards or miles to any of 1.2 million U.S.-based nonprofits. Capital One generously covers all donation processing fees, so 100% of a customer's donation gets disbursed to the nonprofit of choice.

In the wake of a disaster, Capital One features a handful of trusted nonprofits providing relief. Through customer email communications, website banner ads and retail bank outreach, Capital One invites customers to support relief efforts through the Giving Site, making it convenient for customers to help. Additionally, Capital One often provides matching funds to amplify the impact.

The Capital One Giving Site team formalized an internal disaster response plan after the Haiti earthquake giving campaign. The plan designated responsibilities for team members, outlined disaster response criteria, provided guidelines for website updates and included templates for communications and digital assets. As a result of this pre-planning, Capital One was able to launch its Giving Site Japan campaign within 12 hours of the earthquake triggering the tsunami, long before many companies had even started formulating their plan. The proactive response resulted in about \$1 million in donations from Capital One customers and employees for Japan tsunami relief efforts.

Key lessons learned:

1. Be ready to move quickly: Agility requires knowing who the right contacts are within the company to activate the plan and keep up momentum.
2. Communicate the plan: Ensure all internal parties are aware of the communications plan and campaign timing – so that the response is coordinated.
3. Re-evaluate the plan: After each disaster response, bring the disaster team together to discuss what worked, what didn't, and then update the internal plan accordingly.



5-Step Disaster Plan Framework

Before plan formulation kicks off, it's important to assemble the right disaster response team within your company. Knowing who will be involved in making the decision to respond and implementing the plan will inform your company's specific response.

Relevant representatives from the following functions are advised:

- Corporate responsibility
- Philanthropy and community affairs
- HR and employee engagement
- Customer relations
- Corporate communications
- Marketing and social media
- IT and website management
- Other teams as needed

If your company has specific expertise or assets that can be deployed in the wake of a disaster, representatives from teams that oversee those resources should also be included. For example, [Dawn](#)ⁱⁱ, a brand of Procter & Gamble, sent thousands of bottles of detergent to support wildlife clean-up during the Gulf of Mexico oil spill, and [FedEx](#)ⁱⁱⁱ uses its vast transportation and logistics resources to deliver emergency supplies and equipment to relief organizations, such as the [American Red Cross](#)^{iv}, that are responding to disasters on the ground. It's useful to know what similar resources can be made available within your company and give managers a voice on the disaster team to ensure they are factored into any response.

Once your team is in place, you can develop your comprehensive disaster response plan. The following five steps will ensure you address the critical considerations and create a proactive plan ready to be initiated at a moment's notice.

1. Decide When to Respond
2. Set the Response Scope
3. Choose Your Cause Partner(s)
4. Frame the Call to Action
5. Tell Your Story

Spotlight: Ryder and the American Red Cross

Ryder and the American Red Cross have created a long-term partnership for volunteer engagement that is delivering real disaster relief and recovery based on the unique capabilities and resources of the corporate partner. As a logistics and transportation company, Ryder is able to provide donated or discounted vehicle rentals and sales, skilled volunteering through its Six Sigma Disaster Logistics Training Program and additional employee volunteering and communications support. This approach results in a strong collaboration across five areas of giving:

1. **Financial Support – Corporate and Employee** (multi-year commitment and campaigns)
2. **In-Kind Support** (discounted/donated vehicle rentals and sales)
3. **Training & Technical Assistance** (Six Sigma Disaster Logistics)
4. **Employee Volunteerism** (including training in disaster preparedness)
5. **Promotion & Visibility** (internal to staff and external through media and events)

Key lessons learned:

1. Bring all the right stakeholders to the table to define the partnership.
2. Coordinate program elements and participation across a decentralized corporate environment.
3. Measure total impact (not just volunteer hours or dollars donated) to get the full picture.

1. Decide When to Respond

There are certain disasters that grab national headlines and undeniably focus the nation's (or world's) attention. Events like the earthquake in Haiti in January 2010 or the tsunami in Japan in March 2011 galvanized response efforts from far and wide. That said, your company operates in a unique ecosystem of employees, customers and supply chain networks and may have a different definition of what makes a disaster relevant to your community. For example, companies with strong ties to Vermont may have activated a response to the devastating flooding from Hurricane Irene in August 2011, or organizations with supply chains in East Africa likely contributed to the ongoing famine relief in that region.

Only your company can decide which disasters are relevant to you and your stakeholders. In developing your standards for disaster response, there are many criteria to consider. Here are a few suggested factors to help shape your decision process:

- National or international in scope
- Affecting a location of high importance to your company and its stakeholders
- Significant media coverage underway or anticipated
- At the top of public and media consciousness for at least a week
- Consensus issue, drawing a universal response

Spotlight: Yahoo!'s 'How to Help' Disaster Plan

Yahoo! is an important media partner during times of humanitarian disaster: the company focuses attention on the call to action via the Yahoo! homepage and mobilizes users through a curated list of ways people can help. Yahoo! users and employees have contributed more than \$8 million on Network for Good's platform to disaster response across numerous events, such as the Indian Ocean tsunami, Hurricane Katrina, the Haiti earthquake and Japanese tsunami. In preparation for disaster response, Yahoo! has developed an internal checklist and designated the key contact(s) for each step. The major elements of the Yahoo! response include:

- Posting a "How to Help" blog on Yahoo! News that lists ways to support the relief efforts.
- Featuring banners on many Yahoo! front pages globally and properties within the U.S. that drive traffic to the "How to Help" blog.
- Featuring a live ticker on many Yahoo! properties, displaying the total number of donors and total amount donated through the Yahoo! Network.
- Spreading the word about the "How to Help" blog through Yahoo!'s social media channels.
- Informing employees of Yahoo!'s corporate response and about how they can help.
- Granting funds to the relief effort through the Yahoo! Employee Foundation.

Key lessons learned:

1. Immediately confirm that the affected country and local nonprofits are accepting aid before including a donation call to action in communications.
2. Maintain an updated checklist with current contacts to increase speed in coordinating the response across different teams.
3. Incorporate social proof (like a donation ticker) to demonstrate the collective impact and encourage more action.

2. Set the Response Scope

Once your disaster team has made the decision to respond to a current disaster, the team needs to determine how to respond. How you respond is closely tied to your company's values, resources and stakeholders. The importance of a thoughtful and coordinated response effort cannot be overstated. Any disaster campaign must be motivated by your company's altruistic desire to help in the wake of a devastating event. You do not want to run the PR risk of appearing to be capitalizing on a crisis.

Factors to consider include:

- **Audience:** Will you involve employees? Customers? Both?
- **Call to action:** Do you want people to donate to relief organizations? Participate in a volunteer program? Buy a product that benefits a relief fund?
- **Timeframe:** How long will your response last? A month? Until a certain donation threshold is met?
- **Resources:** Do you have products to donate in kind? Will you provide matching grant funds?
- **Communication Channels:** How can you spread the word about the response? A memo from the CEO? A banner on your homepage? A message on your Intranet? An email appeal to customers?
- **Transparency:** How will you measure impact? How will you communicate results and demonstrate how corporate funds or in-kind donations were directed? If you plan to use a cause tie-in to a product promotion, how will you validate how the proceeds were used?

Spotlight: Good360's Tips for Product Donations for Disaster Relief

To communities involved in disaster, it's a long road to recovery. The transitional and recovery/rebuilding phases can take years. In Joplin, MO, for example, it will take an estimated four years to replace 22 of the 24 schools that were demolished in the tornado that hit in May 2011. Haiti is still recuperating from the earthquake that struck in January 2010 with many people still living in tents.

Product donations can be key to assisting those who are struggling from natural or man-made disasters—both early on and years later as communities and areas affected rebuild. However, it is important to recognize that timing is everything and needs vary for every disaster. Good intentions can lead to wasted time and resources if product donations are sent too early or at the wrong time. With proper coordination and good planning, product donations can help communities in need rebuild and recover more quickly.

TIP #1: Develop a cross-departmental team to take on your product giving efforts.

TIP #2: Resist the urge to donate as soon as possible if your products are not needed immediately.

TIP #3: Take a look at the products you produce or sell and determine if they match needs.

TIP #4: Work with a partner that understands and has a presence on the ground.

TIP #5: Find a partner that can take care of the tricky logistics.

TIP #6: Think through the storage requirements.

TIP #7: Determine if your employees should be involved.

TIP #8: Assess impact.

TIP #9: Learn internal lessons from your efforts.

TIP #10: Cash is always an alternative option.

To learn more about product donations through Good360, visit about.good360.org/disasterrelief

3. Choose Your Cause Partner(s)

It's vital for corporations to work with trusted cause partners, and never more so than during a disaster. Most savvy cause marketers forge partnerships with causes whose mission and values align well with the corporate brand and CSR goals. While those considerations are important during times of disaster, they may not be at the top of the list. Each disaster requires a unique mix of government and nonprofit responders, and companies may need to reevaluate which causes to support on a per disaster basis. That said, you should still aim to partner with the most appropriate cause for your company.

According to Regine Webster, Executive Director of [The Center for Disaster Philanthropy](#)^v, "Every company has its own philanthropic priorities and key issue areas. Whenever possible, you should seek to align your corporate disaster response programs with those overall themes. If your company invests in childhood education, for example, choose to promote a respected nonprofit working to rebuild schools in the wake of a devastating tornado or earthquake. Your overall CSR and philanthropic impact will be the stronger for it."

How do you choose the right partner?

Trusted giving experts, Network for Good and [GlobalGiving](#)^{vi}, curate a list of organizations responding directly to the current disaster to provide an extra layer of trust and assurance beyond general disaster resource listings. Other entities, such as [Charity Navigator](#)^{vii}, [GuideStar](#)^{viii}, the [Better Business Bureau](#)^{ix} and [Philanthropedia](#)^x, provide research and expert opinion on nonprofit effectiveness. Those ratings may be relevant to your company, especially if you share a particular view on nonprofit effectiveness.

Many companies foster a long-term strategic relationship with an emergency response organization, such as the [American Red Cross](#)^{xi}, and encourage employees and customers to support its relief efforts. A longer-term partnership with one or a couple organizations also can be beneficial for product giving arrangements or when the corporate partner has unique capabilities that complement a nonprofit's mission. For example, an airline may be able to fly personnel to a disaster site or a transportation company may be able to help with supply logistics.

Here are some guidelines to help your company select the right cause partner:

- Verify that the nonprofit is a registered 501(c)(3) public charity in good standing with the IRS. GuideStar has a searchable database of all U.S.-based nonprofits.
- For non-U.S.-based organizations, it's important to get a trusted review of the charity. It's harder to vet internationally-based organizations, unless they are part of a global network such as the International Red Cross and Red Crescent Societies. GlobalGiving has a catalog of international organizations and projects that are fully vetted.
- Confirm that the nonprofit is providing direct relief or supporting partners on the ground.
- Make sure the nonprofit has been in operation for at least a year and has a solid track record in its program areas.
- Perform due diligence on how the nonprofit uses funds and reports back on impact post-disaster.
- Assess if the nonprofit's mission and brand align well with your company's values.

Top Haiti Relief Charities 2010

1. American Red Cross	27%
2. Doctors Without Borders	16%
3. Beyond Borders	5%
4. OXFAM America	5%
5. U.S. Fund for UNICEF	4%

Top Japan Relief Charities 2011

1. American Red Cross	57%
2. Salvation Army	9%
3. Save the Children	7%
4. Japanese Cultural & Community Center of Northern California	5%
5. Americares	4%

Charities ranked by donation dollars (\$).
Source: Network for Good

Take the time to create your own set of nonprofit screening criteria your company can use to evaluate organizations across your cause initiatives, including disaster campaigns. Your company's CSR programs can only be enhanced through partnerships with causes that align with your brand values, come to the table with complementary assets and seek true collaboration with their corporate partners. The right cause partners will help your company succeed with steps #4 and #5 below to frame the most compelling call to action and tell your impact story in a meaningful and holistic way.

Spotlight: Charity Navigator's Tips for Giving in Times of Crisis

Charity Navigator works to advance a more efficient and responsive philanthropic marketplace by evaluating the financial health of over 5,500 of America's largest charities. In the wake of a disaster, the organization moves quickly to curate a list of trusted charities participating in the disaster relief and recovery efforts. Charity Navigator disseminates that information to its audience via the organization's blog, Facebook page, Twitter feed, email messaging and the 'featured charities' list on the homepage. As the list expands, Charity Navigator puts together a 'Hot Topic' on its website that includes tips for selecting a charity in a time of crisis.

- **Give to an Established Charity**

Don't let an unscrupulous charity take advantage of your goodwill. Find a charity with a proven track record of success in dealing with the type of disaster and in the region in which the disaster occurred. Avoid fly-by-night charities created specifically to deal with the new crisis. Even well-meaning new organizations will not have the infrastructure and knowledge of the region to efficiently maximize your gift. If you do feel compelled to give to a new charity, be sure to get proof that the group is in fact a registered public charity with 501(c)(3) status.

- **Designate Your Investment**

Worried that your donation will go towards the charity's general operating fund or saved for a future crisis? This is a very understandable concern. Many charities encourage donors not to designate their gifts so that the charity can decide how best to use the money, but depending on your confidence in the charity's ability to make that determination, you may choose to tell the charity exactly how to use your investment. By designating your gift, you'll ensure that your donation will be used as you intended. Most charities with online giving portals offer a check box feature so that you can tell the organization how to spend your contribution. If you are mailing in a check, then write a note in the memo section of the check specifying that you want your gift spent entirely on the current crisis.

- **Avoid Telemarketers**

Be wary of fundraisers who pressure you to make a contribution over the phone. Never divulge your credit card information to someone soliciting you via the phone. Instead, ask the fundraiser to send you written information about the charity they represent and do some research on your own. Once you feel comfortable with the charity, send the organization a check directly in the mail, or give through their website, thus ensuring 100% of your gift goes to the charity and not the for-profit fundraiser.

- **Research and Follow Up**

As always, take the time to find a charity you can trust. Use Charity Navigator's free financial evaluations to search for financially healthy charities to support. And be sure to follow up with the charity in a few months to find out (a) how your donation was put to use and (b) if the organization needs additional support to complete the recovery effort.

- **Give Online**

The inherent speed of online giving provides instant gratification to donors and offers charities immediate access to much needed funds.

4. Frame the Call to Action


Once your disaster team has made the decision to respond, defined the campaign scope and selected your company's cause partners, it's time to communicate your call to action to the right audiences. In Step # 2 above, your team thought through the implications of including customers, employees or other stakeholders in your response. How you choose to engage different stakeholder groups will depend on the unique ecosystem in which you conduct business, and the communications approach will differ by audience. Your disaster response, however, should look and feel coordinated across audiences, even if the specific calls to action (donate, volunteer etc...) are different.

No matter the call to action, your company's invitation to join the response should be clear, tangible and time-bound. Vague appeals with no emotional connection to the individual reading the message and no concrete deadline for action will do little to drive impact. Additionally, your appeal must spell out any special requirements for participation. Define matching grant thresholds and eligibility. Declare what portion of proceeds will support which nonprofits. State how much will be donated for each status update on social media. Be specific and transparent – and willing to address feedback in real time.

In the information turmoil following a disaster, it's important to communicate through channels that are familiar and proven effective. If your employees are conditioned to check the company Intranet for important news, then a posting on the homepage will result in higher employee participation in a giving campaign. If your customers like to follow you on Facebook, then posts about how they can help will spread further and faster on social media than via an email. If your customers primarily engage with you offline, then supplement online communications with physical announcements in retail stores.

When a disaster strikes, your customers and employees are likely confused about how they can help and what action would matter the most to those affected. Your company is in a unique position to clear up that confusion and focus attention on relevant calls to action and organizations to support. It's up to you to communicate that message effectively to customers and employees and facilitate their support.

Sample Communication: Capital One appeal to cardmembers after Haiti earthquake in 2010



Help Haiti: Donate Your Rewards to Support Relief Efforts

Michael L Rogers,

You can help [support the earthquake relief effort](#) in Haiti by donating your Capital One® credit card rewards. Simply go to the Capital One No Hassle Giving Site and select the charity of your choice. As usual, Capital One will cover all the transaction costs, so 100% of your donation goes directly to your charity.

You can make a difference by [donating your rewards](#) or charging a donation to your Capital One credit card to [help Haiti now](#).

Since 2008, Capital One customers have been able to select from more than a million public charities to donate to through the Capital One No Hassle Giving Site. If you have any questions, please see the [No Hassle Giving Site](#) for more information.

Thank you for your generosity.

Sample Communication: AOL appeal from CEO Jon Miller to users after Indian Ocean tsunami in 2004

Dear AOL Members,

Over the last several weeks, the world has watched in sorrow as the scale of the tragedy in South Asia became clear. Our hearts and prayers have gone out to the people of Indonesia, India, Sumatra, Sri Lanka, Thailand and other nations as they have struggled to find loved ones, come to grips with the enormity of what has happened, and find the help they will need to put their lives back together.

The AOL community has reached out to help. As AOL and our partner **Network for Good** began promoting an area of the AOL service where members could donate funds to organizations providing relief to disaster victims, AOL members responded immediately and generously.

To date, AOL members have pledged more than \$6 million and you have gone beyond financial aid to volunteer your time and yourselves to aid in the rescue and recovery effort.

Inspired by your example, AOL pledged \$200,000 to the American Red Cross and the International Response Fund and established an employee matching fund that has raised an additional \$260,000 in donations.

Your outpouring of compassion has reaffirmed for us not only the unparalleled generosity of the American spirit but also the power of the interactive medium to create and connect a community of caring people and give them a way to put their empathy into action.

I would also draw your attention to recent actions by the U.S. Congress, to encourage continued giving to aid in the relief effort by **extending tax deductibility** for donations made by January 31, 2005.

On behalf of all of us at America Online, thank you for your kindness and generosity.

Jon Miller
Chairman and Chief Executive Officer
America Online, Inc.



Jon Miller
Chairman & CEO, America Online, Inc.

Communications from the CEO and corporate leadership help legitimize and galvanize the effort. Plus, the high-level support for the campaign elevates the call to action and guarantees more attention.

Spotlight: Campbell Soup Company Employee Campaign for Japan

While Campbell Soup Company has a robust CSR program, including its Nourishing Our Neighbors community platform, it is still formalizing its comprehensive disaster response plan. In response to the tsunami in Japan and the other recent disasters in Asia Pacific, including the Christchurch earthquake in New Zealand and the Victoria floods in Australia, the community service team created an employee disaster giving campaign through Network for Good's partner AngelPoints.

Campbell Soup Company selected four organizations responding to the disasters and offered a 1:1 match for all employee donations to those organizations, up to \$100,000. The campaign was promoted internally through a variety of channels: company Intranet, email communications (weekly and targeted) from HR and public affairs, materials in the cafeterias, and digital signage across the company. Most notably, Campbell Soup Company sent 'thank you's' to all employees who participated in the campaign, including handmade origami from Campbell's Asian Network, recognizing the employee's generosity and contribution to the overall impact.

Key lessons learned:

1. Have a disaster plan in place that outlines the criteria for a company-wide response. With employees in several countries, there can be sensitivities around responding to an event in one country but not to a crisis in another.
2. Understand the disaster response impact across the company, including regional differences in how employees participate or are affected by the disaster.

5. Tell Your Story

Many companies are hesitant to communicate about their CSR and philanthropic initiatives, except through press releases and annual reports, for fear of looking like braggarts. Telling your company's impact story is a vital component of your overall CSR program – as long as the impetus is not for self-aggrandizement. You deserve to earn a halo effect for your brand and improve public perception about your company if you are a good corporate citizen, but those are not the motivating factors for sharing disaster response news.

Telling your story across both formal and informal channels accomplishes three important goals: 1) focuses attention on the need and call to action; 2) personalizes your corporate commitment to the cause; and 3) reports back to your community on impact and how donations will be used by your nonprofit partners. When companies authentically discuss their disaster response efforts, they highlight the contributions of nonprofit partners, employees and customers and ensure more transparency in the disaster giving process.

Storytelling Example: Dell corporate blog post on Japan relief^{xi}



The screenshot shows a blog post from Direct2Dell, the official Dell corporate blog. The post is titled "Global Team Response to Japan Disaster" and is authored by Trisa Thompson, VP—Dell Corporate Responsibility, dated 15 Mar 2011 3:31 PM. The post content discusses Dell's response to the Japan disaster, including a \$1 million donation to the International Federation of Red Cross and Red Crescent, and mentions that Dell fulfillment centers in Narita and Osaka were not damaged. The post also includes social media sharing icons and a "RATE THIS" section with five stars.

Direct2Dell
The Official Dell Corporate Blog
The power to do more

← DIRECT2DELL

Global Team Response to Japan Disaster

 **Trisa Thompson, VP—Dell Corporate Responsibility** 15 Mar 2011 3:31 PM |      2 

The on-going reports of devastation in Japan are heartbreaking. The global Dell team is working hard to ensure the safety of our team members in the affected areas and have mobilized quickly to assess the damage and ensure continuity of our business operations in service of our customers.

To aid in the recovery efforts, Dell is contributing \$1 million through a corporate donation of \$600,000 to the [International Federation of Red Cross and Red Crescent](#) and \$400,000 in employee-matched donations. If you would like to contribute to the Red Cross relief fund, please visit the [American Red Cross](#).

Our local Dell Japan team led by President Jim Merritt has confirmed our technical support is fully functional. Phone support is working as usual and customers can contact Dell for trouble shooting and break/fix requests. The team is prioritizing support for Public and Healthcare customers to ensure critical infrastructure problems are addressed as soon as possible.

Dell fulfillment centers in Narita and Osaka were not damaged, and Dell offices in Mita and Kawasaki also are safe and secure.

We will continue to stay in close contact and offer help to our customers and the emergency response organizations in the affected areas. Our thoughts remain with our team members, customers and partners impacted by this tragic situation.

As mentioned in Step # 4 above, it's vital to communicate with your stakeholders where they are. And these stakeholders are online and looking for more information on your company's CSR work. According to Cone, Inc., 90% of Americans want companies to tell them how they support causes^{xiii} – and they aren't looking for a press release!

Dell, a client of Network for Good's partner YourCause, sets the example for meaningful communication about CSR work. The corporate blog and social media channels relate timely news and updates about how Dell and its customers and employees are making an impact. Dell also makes a point to thank employee donors and volunteers, reinforcing their contribution and recognizing their generosity.

You can also let others champion your CSR work. Allow employees to contribute personal accounts of their volunteer work with a disaster relief organization to the corporate blog. Encourage customers to share their impact stories on your Facebook page. Invite your nonprofit partner to write a joint case study on your partnership to present at a conference or post to your blog.

Case Study: VolunteerMatch webinar on Ryder and American Red Cross partnership^{xiv}



The screenshot shows a slide from a VolunteerMatch webinar. At the top left is the VolunteerMatch logo, which consists of five vertical bars of different heights and colors (purple, orange, blue, green, red). Below the logo is the text 'VolunteerMatch' in a bold, sans-serif font. Underneath that is a purple banner with the text 'Best Practice Network Webinars' in white. The main content of the slide is a text box with a light purple background. The title of the text box is 'Disaster Relief & Preparedness, Part 2: A Lasting Partnership - Ryder System, Inc. and The American Red Cross'. The text below the title reads: 'As we've seen in Haiti, Nashville, the Gulf Coast, and elsewhere, corporate-nonprofit partnerships that are developed, evaluated and tested far in advance, can be key players in effective disaster response. What are the priorities for companies that are planning new partnerships in preparedness and relief? In part two of our Disaster Relief & Preparedness webinar series, Bob Brunn, VP, Investor Relations and Public Affairs, at [Ryder System, Inc.](#), and Katie Stewart, Officer of Corporate Partnerships, at [American Red Cross](#), will share the evolution of their corporate-nonprofit partnership and the impactful giving and support that has resulted.' To the right of the text box is a small map of Haiti with a red circle around the capital, Port-au-Prince. The map also shows other locations like Gonaïves, Saint-Marc, and Gonaïves.

If your disaster team has thoughtfully considered Steps #1 through #4 in this eGuide, then how you communicate your disaster response effort will be meaningful and relevant to your audiences. Remember, people want more information, not less, about your good work, so don't be afraid to tell them about how your company is making a difference. If you tell your story with an authentic voice and maintain the highest standards for transparency, you can't go wrong. It doesn't hurt to be held up as a model corporate citizen, either. But that's a happy byproduct, not the endgame.

Press Mention: The Huffington Post praises Capital One's coverage of fees for all donations^{xv}



The screenshot shows a snippet of a Huffington Post article. At the top left is a small profile picture of Laura Bassett. To the right of the picture is her name 'Laura Bassett' in a bold, sans-serif font. Below her name is her email address 'lbassett@huffingtonpost.com' and the text 'HuffPost Reporting'. To the right of the profile information are three icons: a red heart icon with the text 'Become a Fan', a blue envelope icon with the text 'Get Email Alerts from this Reporter', and a red RSS icon. Below the profile information is the title of the article 'As Wallets Open For Haiti, Credit Card Companies Take A Big Cut' in a large, bold, black font. Below the title is the text 'First Posted: 01-14-10 12:34 PM | Updated: 01-15-10 09:06 AM'. At the bottom of the snippet is a yellow box with black text that reads: 'One notable exception to the rule in this country is Capital One bank. Through its "No Hassle Giving Site", the bank waives transaction costs for holders of its Visa or MasterCard cards, so that 100 percent of people's donations goes to their chosen charity.'

Conclusion

The most important takeaway from this eGuide is to be prepared. The time to make a plan for how your company will respond when the next disaster strikes is now.

In the last year alone, we've seen major earthquakes, tsunamis, famines, hurricanes, fires and floods. Disasters strike at anytime, anywhere in the world and you never know when one will strike close to home or in a region important to your company. Your customers and employees will look to you to mobilize a response effort and help them make a difference in the aftermath of tragedy. Your company – and its resources – can focus attention, catalyze giving and support relief work in unique ways.

American companies are among the most generous in the world. More than \$1 billion in aid was contributed by American companies after Hurricane Katrina and almost \$250 million in the wake of the tsunami in Japan.^{xvi} But generosity isn't enough – real impact results from thoughtful giving where the need is greatest and the funds will be put to the best use. Take this opportunity to bring the right people together within your company to work through this five-step process and ensure that your corporate disaster response is both generous and smart.

**Be prepared for the next disaster.
Contact us to customize a plan for your company.**



Contact: Web.NetworkForGood.org/Partnership

Learn: NetworkForGood.org/Partner

Blog: CompaniesForGood.org

Twitter: [@Kate4Good](https://twitter.com/Kate4Good)

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- Yahoo!

We would also like to extend a special thank you to our partners **AngelPoints** and **YourCause** for championing our eGuide project among their clients. These partners each offer a suite of employee engagement solutions including: employee giving, disaster giving campaigns, volunteer management and personal sustainability. You can learn more at www.angelpoints.com or www.yourcause.com.

ⁱ <http://www.nptimes.com/10Dec/NPW-12202010.html?tr=y&aid=7523834>

ⁱⁱ http://dawn-dish.com/en_US/savingwildlife.do

ⁱⁱⁱ http://about.fedex.designcdt.com/corporate_responsibility/philanthropy/disaster_relief

^{iv} <http://tiny.cc/rgbdd>

^v <http://disasterphilanthropy.org/>

^{vi} <http://www.globalgiving.org/>

^{vii} <http://charitynavigator.org/>

^{viii} <http://www2.guidestar.org/>

^{ix} <http://www.bbb.org/us/charity/>

^x <http://www.myphilanthropedia.org/>

^{xi} <http://www.redcross.org/>

^{xii} <http://en.community.dell.com/dell-blogs/direct2dell/b/direct2dell/archive/2011/03/15/global-team-response-to-japan-disaster.aspx>

^{xiii} The 2010 Cone Cause Evolution Study <http://www.coneinc.com/news/request.php?id=3350>

^{xiv} http://cdn.volunteermatch.org/www/corporations/resources/Disaster_Relief_Part_2_Webinar_09_10.pdf

^{xv} http://www.huffingtonpost.com/2010/01/14/as-wallets-open-for-haiti_n_423238.html

^{xvi} <http://bclc.uschamber.com/programs/disaster/chart-comparison-business-aid-past-disasters-bclc>