

The background of the slide is a close-up photograph of several green leaves. The leaves are covered in numerous small, clear water droplets, which are scattered across the surface. The veins of the leaves are clearly visible, creating a complex, organic pattern. The overall color palette is various shades of green, from light to dark, with the white text providing a high-contrast foreground.

# #10 Community Relations

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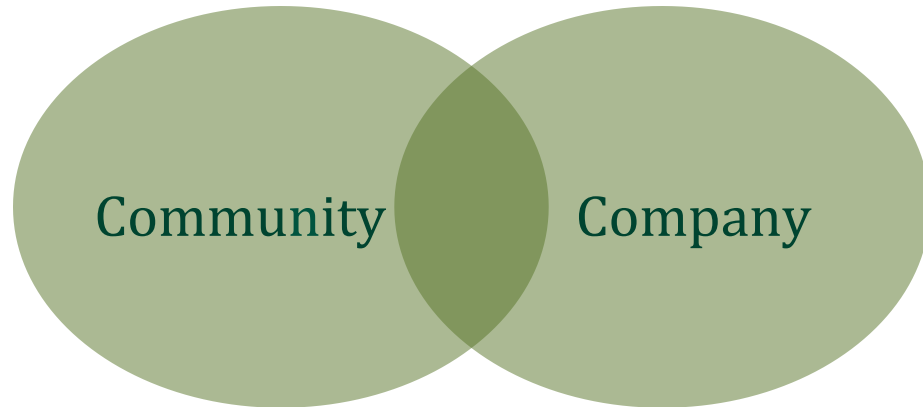
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# What is Community Relations?



The methods that companies use to create and manage relationships with the communities in which they operate. A company engages in CR activities by taking an active role in the well-being of their community.

- ❑ CR allows external audiences to “get to know” your company in a way separate from a product/service.



# Program Objectives



The objectives of community relations programs are influenced by the size of the community and its needs, as well as the resources and public relations goals of companies sponsoring the programs. Some principal objectives are:

1. To inform the community about a company's policies, operations and problems and to tell the story of what it makes, how many people it employees, the size of its payroll, what it pays in taxes and what it contribute to the social and economic life of the locality.
2. To inform the employees connected with the organizations about its operations and to stimulate them to pass this information along to their friends and neighbors in the community.
3. To establish a company as an important factor in community life through contributions to local institutions and participation in neighborhood affairs.

# What exactly does Community Relation mean?



A Community is a group of people who live in the same place, share the same government, and have a common cultural and historical heritage.

Business organizations are among the more important community institutions. Business serves the community by providing regular employment, reasonable wages, and financial benefits; by purchasing goods and services from local suppliers; by paying taxes to local government; by contributing to charities and cultural projects.

People on their part, supply skilled labor, management personnel, and investment capital; and consumes the goods and services which business produces.

# Benefits of good Community Relations




There are various benefits of good community relations to both business organizations and people.

Business Organizations have found that recruiting of employees is facilitated if a company is known in its community as a “good company to work for”.

Employees and people prefer to work in a community where they can send their children to good schools; enjoy facilities for recreation; cultural attractions; and sports; live in attractive houses and have transportation facilities.

Hence, Good Community relations secure local identity for the plant or store of a national corporation and allay community mistrust of absentee ownership.

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4. To find out what the community is thinking and saying about the company and its policies and operations.
  5. To promote the welfare of the community by advertising its attractions to tourists and its resources and industrial potential to attract new industry.
  6. To cooperate with schools and colleges by providing educational materials and furnishing training facilities and equipment.
  7. To provide cultural leadership by encouraging a greater appreciation of art, music, and drama.

# Common Community Relations Activities

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- Cash sponsorships/philanthropy
  - Employee volunteerism
  - In-kind donations & pro-bono work
  - Knowledge sharing (guest speaking/lectures)
  - Environmental stewardship
  - Memberships
  - Economic renewal projects
  - Sourcing practices & supply chain management
  - Hiring and employee wellness programs
  - Waste management & disposal
  - Employee behavior
  - Facilities management and maintenance

# CR has Changed Over the Years

## Old Days

- ❑ One-way
- ❑ Community Goodwill
- ❑ Added Value
- ❑ Ancillary
- ❑ “Window Dressing”
- ❑ Nice

## Today

- ❑ Two-Way
- ❑ Reputation Management
- ❑ Proactive
- ❑ Strategic Business Imperative
- ❑ Required



# Strategic CR: Preparation

- Decide your target audiences

*This is an internal, private discussion. Be honest with yourself and your company. It's okay to say "I want to have the governor know/like my brand" or "I want to enter the youth market."*

- Decide your objectives for each audience

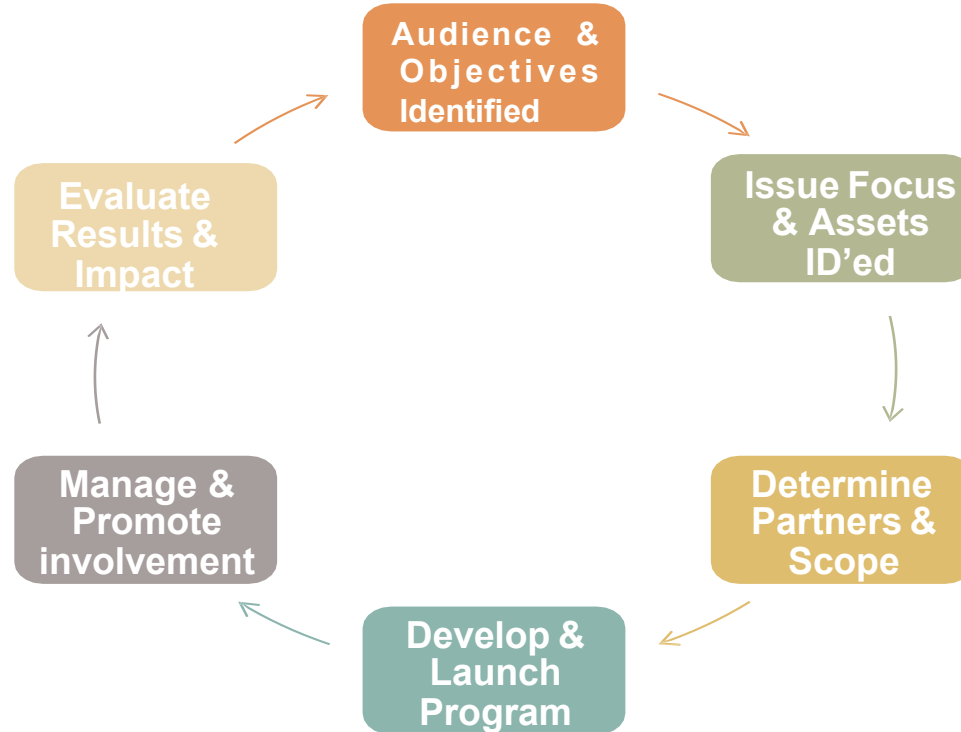
*What do you want to accomplish? This helps define success and give goals to work towards. Increase sales? Grow brand? Zoning restrictions?*

- Determine what resources that can be dedicated to the strategy

*Consider both financial and nonfinancial resources. Employee time? Warehouse space? Expertise? Free account?*

- Examine what social/community issues matter most to your business  
(not you)


# Implementation Chart



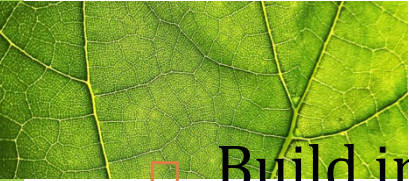
# Strategic CR: Approach

- Understand that all external interactions offer an opportunity to reinforce or weaken your company's place in the community
- Ask questions of your community & target audiences  
*What do you think? What do you need? How can my company help?*
- Successful CR programs benefit organizations beyond your company  
*Need to understand what other partners want accomplished*  
*View as any other strategic business partnership*
- Help employees & others understand their role in the program's success  
*Internal application and external communications*
- Choose a single point of contact  
*Ensures accountability and consistency*

## Does this Program...

- 
- ❑ Demonstrate authenticity to my audiences?
  - ❑ Is it easily describable by me and others?
  - ❑ Can I demonstrate results, and my company's role in achieving those results?
  - ❑ Am I communicating the program to the right audiences using the right tools in a way that is genuine?
  - ❑ Is the social issue that is supported, as well as any nonprofit or government partner, the right alignment for my business?

## Strategic CR: Results



- Build in opportunities for learning and measurement
- Comfortable tracking outputs and outcomes
  - Go beyond the numbers*
- Work with partners to understand how measurement results will loop back into project improvement
- Communicate those results back to your identified audiences

# #10 Assignment (Case Study)



## ASSIGNMENT TO DO:

1. BANK Z business strategy is built on a commitment to the 3 C's: customers, colleagues and community
2. Maintain "Outstanding" rating in *the Community Reinvestment Act (CRA)*
3. Responsive to community needs – a leader in developing innovative solutions
4. Locally-driven implementation

## □ Approach

- *Bank Z* business strategy is built on a commitment to the 3 C's: customers, colleagues and community
- Maintain “Outstanding” rating in the Community Reinvestment Act (CRA)
- Responsive to community needs – a leader in developing innovative solutions
- Locally-driven implementation

## □ Objectives

- Enhance *Bank A* brand/image
- Favorable press and public relations
- Build colleague loyalty and moral
- Develop third party support
- Be integral to business success



## □ Audiences

- Customers/potential customers
- Colleagues
- Regulatory agencies
- Government officials
- Centers of influence
- Media

## □ *Strategy* in Action

- Partnership with .....
- Highlight “*theme*”
- Focus on four social issues each year
- Leverage bank resources
- Meaningful impact and on-going relationship with selected .....

## □ *Name of activity*

- Created in response to community need
- Aligned with colleagues' interests
- Engages customers
- Locally focused

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