

# Implementing a Corporate Social Responsibility Programme – Action Plan

**Engage leadership at start & throughout**  
 \* Endorsement letters from CEO  
 \* Top tips for engaging leadership

**Survey staff/ Identify existing activities**  
 \* Staff survey for developing a CSR programme

**Form core committee**  
 \* Terms of reference

**Agree strategy, set targets and develop policies**

\* Sample CSR policy  
 \* Draft CSR strategy paper and targets  
 \* The business case for CSR

\* Sample ethical code of business conduct  
 \* How to develop CSR strategies & policies  
 \* How to build and launch a CSR programme to maximise staff engagement

**Volunteering**  
 \* Sample volunteering policy  
 \* Top tips for building a volunteering programme  
 \* Benefits of employee volunteering  
 \* Volunteering evaluation forms  
 \* Sample volunteering appraisal questions (including skills matrix)  
 \* Business Benefits of CSR Activities  
 \* Volunteer of the year application form  
 \* Sample volunteering opportunities

**Gifts In-Kind**  
 \* Examples of gifts in-kind  
 \* Gifts in-kind inventory

**Corporate Giving/Staff Fundraising**  
 \* Charitable giving policy  
 \* Matched funding policy  
 \* Matched funding case studies  
 \* Give As You Earn application form  
 \* Charity of the Year application form  
 \* Employee application form for matched funding  
 \* Top tips for staff fundraising  
 \* Charity selection process  
 \* Charity selection form  
 \* How to encourage successful fundraising

**Environment**  
 \* Sample environmental policy  
 \* How to develop an environmental programme  
 \* Environmental action plan  
 \* Sample environmental charter  
 \* Environmental top tips  
 \* List of useful environmental organisations  
 \* Adapting to climate change

**Employment / Diversity**  
 \* Training & employability schemes flowchart  
 \* Sample work experience policy  
 \* Health & Safety form  
 \* Evaluation form (employer)  
 \* Evaluation form (employee)  
 \* Top tips for employee wellbeing  
 \* How to establish network groups  
 \* Sample diversity and inclusion strategy  
 \* Sample equality & diversity policy  
 \* Sample flexible working policy  
 \* Sample flexible working application form  
 \* Sample diversity monitoring template

**Responsible Procurement**  
 \* Toolkit  
 \* Sample responsible procurement policy  
 \* Top tips for supplier diversity  
 \* How to develop a responsible procurement strategy  
 \* Ethical supplier questionnaire  
 \* Sample supplier risk matrix

**Appoint champions**  
 \* Job Description – CSR Champion

**Involve staff when choosing partners**  
 \* Form for staff to nominate charities  
 \* Top tips for working with community partners  
 \* List of useful organisations and websites  
 \* Charity selection process  
 \* Top Tips for Developing the Terms of a Charity Partnership

**Memorable launch**  
 \* Top tips for launching the programme

**Punchy communications & activities to maintain momentum**  
 \* Top tips for staff fundraising  
 \* Top tips for communicating your programme and maintaining momentum  
 \* Top tips for launching a programme  
 \* Key issues around running a Community Involvement programme

**Monitor & evaluate (including via appraisals?)**  
 \* Staff engagement – pros & cons of different approaches  
 \* Sample appraisal questions on volunteering  
 \* Volunteering evaluation form (team activities)  
 \* Volunteering evaluation form (individuals)  
 \* Sample CSR satisfaction survey - for staff involved in CSR  
 \* Top tips for measuring success  
 \* Measuring, evaluating and reporting  
*Join London Benchmarking Group (LBG)*

**Reward success and great ideas**  
 \* Volunteer of the Year application form  
*Apply for Dragon Awards – [www.dragonawards.org.uk](http://www.dragonawards.org.uk)*

**Communicate externally**  
 \* Top tips for communicating your programme and maintaining momentum

\* = Sample materials, only available through Heart of the City

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**Continuous Review**

