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## Give and Grow—a Solid Strategy for the Tech Community

By Rebekah Donaldson, Ad Hoc Communication Resources, LLC

Depending on market conditions in 2004-05, your closest competitors may ramp up their efforts to lure away your best customers and staff. To help keep these assets with your firm, you may need to devote more resources to building up your company's reputation as a good corporate citizen.

A growing contingent of consumers and employees care about how companies conduct themselves. And according to studies by the Calvert Group and Harris Interactive, investors increasingly favor firms with reputations for superior corporate citizenship. The reason? A growing body of evidence showing that the companies respected for their progressive business practices and philanthropy are also better at attracting and keeping the best customers and top talent.

A recent Business Ethics magazine study, for instance, showed that the nation's "100 Best Corporate Citizens" generated better returns than the remaining companies on the S&P 500 Index. Harvard University and Harris Interactive have issued similar findings. And a 2002 Aspen Institute survey found that "more than half of MBA students would seek another job if they found that their values conflicted" with

their employers' values.

These market pressures help to explain the "continued high level of new gifts into corporate foundations" reported by The Foundation Center this month.

So depending on market conditions in 2004-2005, consider launching or expanding your company's charitable giving by donating \$500-\$5,000 to a nonprofit aligned with your company's values and mission. Through this good deed, you'll position your company to attract and keep your key assets—customers and staff. And as your socially responsible company flourishes, you will be in a position to give back even more to the communities you serve.

Rebekah Donaldson of Ad Hoc Communication Resources, LLC, wrote this article. Visit her at [www.AdHocCR.com](http://www.AdHocCR.com) for more tips on how to grow your reputation.

### VALUING YOUR COMMUNITY CONTRIBUTION

► Increasingly companies are expected, and are judged on their efforts, to get involved with the community and make a contribution. Ad Hoc Communication Resources can help. Ad Hoc's services include auditing current policies and practices, recommending new ways to enhance business impact, researching new issues, especially for international companies, and developing comprehensive corporate citizenship plans and roadmaps that are consistent with your company objectives.

Call Ad Hoc today at 402.572.6510

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### WANT TO LEARN MORE?

► Contact Shelli Ryan, APR, of Ad Hoc Communication Resources at 402.572.6510 or [Shelli@AdHocCR.com](mailto:Shelli@AdHocCR.com). [www.AdHocCR.com](http://www.AdHocCR.com)

### The State of Corporate Citizenship

Corporate Citizenship in the U.S. is gaining momentum, not losing steam, in the face of a challenging business environment. At a time when corporations are under tremendous scrutiny for their actions – both internally within the company, and externally in the global marketplace, Corporate Citizenship is now gaining attention.

The main driver of corporate citizenship is values. Companies see corporate citizenship as good for the bottom line and obstacles to engaging in corporate citizenship activities are mainly lack of resources.

According to a survey conducted by The Center for Corporate Citizenship at Boston, U.S. companies are walking the talk of Corporate Citizenship. Over 90% stated that they have increased or maintained

their efforts to reach out to economically distressed communities over the past two years.

The survey also found that good corporate citizenship is good business:

- 82% of companies state that good corporate citizenship helps the bottom line
- 74% believe that the public has a right to expect companies to act as good citizens
- Nearly one third of respondents are tying their efforts closely to their business by providing "in-kind" donations of products and services as a portion of their efforts
- 75% of companies said that corporate citizenship is a core part of their company's traditions and values

Exclusively serving the technology business community, Ad Hoc Communication Resources is a public relations firm that advances reputations, accelerates business growth, and builds leadership positions. Ad Hoc strategists have at least 15 years of business-critical communication experience for on-call assignments, flexible engagements, and ongoing communication programs.

