

# The Fundamentals of CSR: A Two-Day Workshop

April 27-28, 2017

The Boeing Company | 929 Long Bridge Drive | Arlington, VA 22202

Registration: \$350\* | Nonprofits: \$300\* | Students: \$175\*

*\*Register by March 17 and take \$50 off!*

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## Making the case for participation

Thanks for your interest in the Fundamentals of Corporate Social Responsibility! As you and your organization consider making this investment in your professional development, we hope the information below will be useful in making your case for participation. This brief toolkit will help you structure and articulate your reasoning for participation in the workshop and includes suggested talking points and tips for illustrating the return on investment (ROI). See you in April!

### Talking Points:

*Who is the Washington Regional Association of Grantmakers (WRAG)?*

WRAG is a nonprofit membership association comprised of over 100 of the most active and respected foundations and corporate giving programs in the Greater Washington, D.C. region. Dedicated to improving the health and vitality of the region and all who live here, the WRAG network provides a robust arena for grantmakers to collectively learn, problem-solve, and develop cross-sector solutions to achieve greater impact with limited philanthropic dollars.

*What is the Fundamentals of CSR?*

The Fundamentals of CSR is an informative, two-day workshop designed and taught by more than 20 leading corporate philanthropy and community involvement professionals from some of the Greater Washington region's largest and most well-respected companies.

*Who should attend?*

The workshop is designed specifically for individuals who want to better understand the field of corporate responsibility, corporate philanthropy, corporate volunteerism, and corporate community involvement for the purposes of developing more effective corporate fundraising and partnership strategies. Over the last two years, nearly 200 nonprofit executive directors, development directors, and corporate relations staff have participated in this high-demand workshop.

## Illustrating the value of participation:

Choosing to participate in the Fundamentals of CSR means investing personal and/or organizational resources to further your professional growth. Use the tips below to help shape your case for attending the workshop and demonstrate how your participation is a great investment.

- *Explain in specific terms what personal or organization goals your participation will help meet.* For example, do you have specific goals from your annual review or professional development plan that you can reference? Are their goals outlined in your organization's strategic or resource development plan that relate to increasing corporate funding or partnerships?
- *Feature specific topics from the Fundamentals of CSR curriculum that correlate to your work and related goals that will enhance your ability to do your job.* [Click here to review the agenda.](#)
- *Highlight the value of the peer-to-peer networking opportunities.* There is obvious benefit to learning from the workshops' speakers and panelists, but beyond that, the workshop gives you a chance to form relationships with your nonprofit peers. These fellow executive, development, and community relations professionals can become your own personal sounding board as you learn together and brainstorm new ideas to attract, retain, and deepen corporate partnerships.
- *Illustrate the cost of not attending* by considering the missed opportunity to learn about trends and best practices in CSR. The field of corporate social responsibility is constantly evolving. To build effective relationships with corporate funders, you need to understand their work and the trends they're seeing. Not attending means missing out on tools, perspectives, and relationships that will help you capitalize on future trends and opportunities.