

The Fundamentals of CSR: A Two-Day Workshop

April 23-24, 2015

Registration: \$300 | Nonprofits: \$250 | Students: \$200

Making the case for participation

Thanks for your interest in the Fundamentals of CSR! As you and your organization consider making this investment in your professional development, we hope you 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). We look forward to your participation!

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 15 leading CSR professionals from some of the Greater Washington region's largest and most well-respected companies.

The workshop is designed specifically for individuals who want to better understand the field of corporate social responsibility, corporate philanthropy, and corporate community involvement for the purposes of launching a CSR career and/or developing more effective corporate fundraising strategies.

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 participation and demonstrate how your participation in the workshop 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 for a detailed agenda.](#)
- *Highlight the value of the peer-to-peer networking opportunities the workshop provides.* There is obvious benefit to learning from speakers and panelists who are professionals in CSR, but beyond that, the workshop gives you a chance to form relationships with your peers. These fellow nonprofit professionals can become your own personal sounding board as you learn together and brainstorm new ideas to use in the future.
- *Illustrate the cost of not attending* by considering the missed opportunity to learn about trends and best practices in CSR. As we all know, CSR is constantly evolving and it's often difficult to keep track of new trends. The workshop is focused on tangible learning that you can apply to your work or your job search. Not attending means missing out on tools, perspectives, and relationships that will help you capitalize on future trends and opportunities.