

[Library ebook] Smart Giving Is Good Business: How Corporate Philanthropy Can Benefit Your Company and Society

# Smart Giving Is Good Business: How Corporate Philanthropy Can Benefit Your Company and Society

*Curt Weeden*

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#1666275 in eBooks 2011-02-16 2011-02-16 File Name: B004PGMI0U | File size: 59.Mb

**Curt Weeden : Smart Giving Is Good Business: How Corporate Philanthropy Can Benefit Your Company and Society** before purchasing it in order to gage whether or not it would be worth my time, and all praised Smart Giving Is Good Business: How Corporate Philanthropy Can Benefit Your Company and Society:

2 of 2 people found the following review helpful. Weeden's "Smart Giving" -- an excellent guide to designing successful corporate-NGO partnershipsBy K. KellerI work for a large non-profit and Weeden's guidance in "Smart Giving" gave enormous insights into how to design partnerships benefitting both the corporate and non-profit sides. As

a staff person tasked with approaching corporations with an "ask/s" this book outlined multiple ways to put together winning opportunities in one request that were dynamic and attractive to all potential stakeholders and respected both partners' missions and responsibilities. Since I read it first 18 months ago, I've returned to it multiple times. Perhaps most importantly, its advice gave me much more confidence to make important asks because I could message the corporate benefits in addition to the benefits on the non-profit side. 1 of 1 people found the following review helpful. Road Map to Smart Giving By Berry Zimmerman Well-written, easy to comprehend. The stories to reinforce the important points are relevant and relate-able to nearly any business. The book almost reads as a road map for implementing smart giving principles.

Answers to the 12 most common and critical questions about corporate giving In this groundbreaking resource, Weeden shows how to strategically plan, manage and evaluate corporate contributions. Questions include: Why Should We Give?; How Much?; Who Decides?; Does a Company Need a Foundation?; How to Give Products or Services?; How Do We Know What Works? The book covers a wide range of topics including: The case for conditional corporate philanthropy; increasing stewardship to give more; assigning responsibility for signature programs; how CEOs leverage contributions programs for maximum benefit; effectively staffing corporate contributions programs; the pros and cons of corporate foundations; and more. Offers benchmarks for determining if a business has a meaningful philanthropic program that fosters constructive corporate citizenship Reveals how an effective philanthropic program and commitment can be incorporated in any organization Contains a comprehensive review of the information corporations need to make informed decisions about giving The author offers a prescription for linking businesses with causes and the nonprofits addressing critical issues in a way that will preserve or restore services and activities essential to our quality of life.

From the Inside Flap In this groundbreaking resource, Curt Weeden—a noted expert on corporate giving—shows how to strategically plan, manage, and evaluate corporate contributions so that giving not only serves society but also delivers a return to the companies doing so. Throughout the book, Weeden makes the case for corporate responsibility with a common sense approach that's relevant to any business. Weeden addresses questions commonly asked by decision makers, explaining that there are thirteen hurdles that conspire to put a damper on a corporation's decision to give. Smart Giving provides clear answers explaining why a business should carve out a portion of its revenue and resources to assist causes and the nonprofits that support them. The book answers how much of a company's pretax profits should be used for such purposes and what conditions should be in place in order to justify the use of corporate resources for support of nonprofit organizations. It outlines the circumstances needed to ensure a corporation's philanthropy is properly aligned with its business purposes, and how to put in place a clear strategy and process of corporate giving. The book shows why CEOs and other senior executives should openly endorse smart giving that yields a beneficial ROI for society and the business itself. Weeden also describes how to provide competent oversight once a strategy is in place. These are the essential lynchpins that can make the difference between a lackluster, largely irrelevant giving program and a vibrant, meaningful venture. Smart Giving Is Good Business offers a potent prescription for linking and aligning business to causes that, when served well, will preserve our essential quality of life. From the Back Cover Praise for Smart Giving Is Good Business "Smart Giving is essential both for corporate and nonprofit leaders. Strengthening the partnership between the business and nonprofit community is vital, but very challenging. Curt Weeden makes our job much easier with persuasive analysis and valuable advice."—Diana Aviv, president and CEO, Independent Sector "Smart Giving tackles tough issues that often become roadblocks to strategic and effective corporate philanthropy. Both businesses and nonprofit organizations stand to gain enormous benefits from the wisdom and practical guidance offered in this book." —Ben Packard, vice president, global responsibility, Starbucks "Smart Giving stresses both the business case for corporate engagement and the impact of unleashing the power of human capital on the critical challenges of our communities and our time." —Michelle Nunn, CEO, Points of Light Institute, and cofounder, HandsOn Network "Weeden does it again! This is a must-read for the corporate leaders who seek to craft contributions strategies that are both aligned and relevant to the mission of their enterprises and capable of producing accountable private results and beneficial social returns." —Alfred E. Osborne, Jr., senior associate dean and professor, UCLA Anderson School of Management "Smart Giving provides practical advice on when, where, and how to use a foundation as a vehicle for corporate giving. At any stage in your philanthropic mission, this book helps you to stay on-mission and transparent to stakeholders." —Steve Gunderson, president and CEO, Council on Foundations "Curt Weeden has given us an important, practical guide on how to plan, make, and measure philanthropic investments that really pay off for shareholders and society." —William Novelli, distinguished professor, Georgetown University, and CEO (retired), AARP "This book has provided a wealth of practical suggestions for strategic corporate social responsibility programs and for those who interact with them." —Mike Critelli, chairman and CEO (retired), Pitney Bowes About the Author Curt Weeden is president of the consulting firm Business and Nonprofit Strategies, Inc. and a popular writer and speaker on the topics of philanthropy and corporate social responsibility. He founded and served as

CEO of the Association of Corporate Contributions Professionals, a national organization representing corporate contributions, community relations, and employee volunteer executives. Weeden is a former Johnson Johnson vice president who managed that corporation's philanthropy program.