

BOTTOM LINE ON CSR

Smart Meetings’ reader poll shows the priorities meeting professionals are balancing when considering corporate social responsibility for events. Here are how some of the numbers broke down.

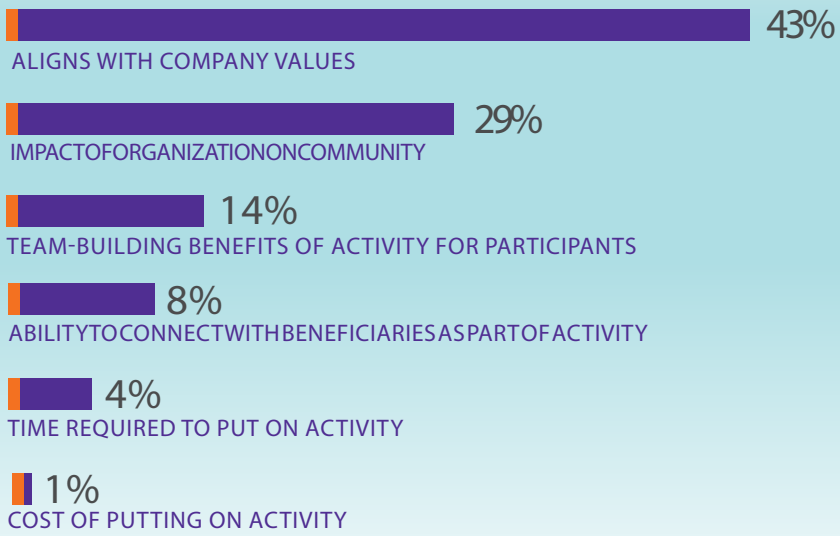


RESPONDENTS WHO AT LEAST SOMETIMES INCLUDE PHILANTHROPIC ELEMENTS IN PROGRAMS.



AT LEAST SOMETIMES LOOK FOR VENDORS WITH CSR INITIATIVES.

WHAT DO YOU LOOK FOR WHEN EVALUATING CSR ACTIVITIES?



SMART TIPS

“Look for easy involvement; keep it simple.”
—Tom Anderson, Technology Services Industry Association

“Allow volunteers to meet clients that benefit from donations or have organizations organize tours to show what they are doing to make impact.”
—Bobbie Chapman, National Philanthropic Trust

“Provide an opportunity for your team to have some skin in the game. Let them donate a few bucks, hold an internal fund-raiser for the cause or participate in a hands-on project. It gives them buy-in and it feels good.”
—David K. Moody, Event Logistics of Washington