



NORTH STAR IMPACT GROUP

*Aly Sterling*  
PHILANTHROPY

## It's no longer enough to write a check.

Business as usual ended in 2020. Today's customers and employees expect a **higher level of social commitment from businesses.**

That's why we've created this interactive workshop.

## Corporate Purpose Accelerator<sup>SM</sup>

*Designed to guide business leaders to the intersection of profit and purpose.*

### Participation in this virtual two-session workshop provides:

- ✓ An understanding of corporate purpose and social investment, and why they matter.
- ✓ The how-to on: engaging employees, building philanthropic partnerships, managing donation requests, the importance of storytelling, cause marketing and much more.
- ✓ Practical steps for determining your company's purpose and creating brand value while mitigating risk.
- ✓ Your own *Corporate Purpose Accelerator Blueprint*, a framework for building out your strategy and earning leadership buy-in.
- ✓ *Corporate Purpose Accelerator* certificate of completion.

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*“Social impact is no longer just a large corporate imperative; employees, customers, vendors, and investors now expect it of every business. This training helps small to mid-sized companies leverage the assets of this purpose economy.”*

*—Jay Hart, Managing Partner, CrossHarbor Capital Partners*

# Corporate Purpose Accelerator<sup>SM</sup>

Designed to guide business leaders to the intersection of profit and purpose.

## Are you ready to:

- ✓ Attract and retain the very best talent?
- ✓ Increase customer loyalty?
- ✓ Differentiate your business from competitors?

If so, join us for this interactive and personalized workshop to create your own framework for success.

You will learn from industry experts, who will share their best practices for aligning staff and leadership support and resources to create sustainable programs.

## Register now, space is limited!

**Cost: \$795** per person for both sessions, to be held virtually.



**Session 1:** April 28, 2022 | 12–3:30pm ET

**Session 2:** May, 5, 2022 | 12–3:30pm ET

**REGISTER BY: APRIL 15, 2022**

[alysterling.com/cpa-register](https://alysterling.com/cpa-register)

Cancellations made by April 15 will be refunded in full.

For more information, please contact **Melinda Bostwick** at [mbostwick@bostwick.com](mailto:mbostwick@bostwick.com)

## Don't just take it from us:



**PROFIT** – Companies that are highly purpose-driven have been found to outperform the market by 5 -7% per year. [Serafeim and Gartenberg, 2019]



**CONSUMERS** – 70% of millennials say they have changed their purchasing habits in support of causes or social issues of interest, while 72% of Gen Z consider a company's purpose when deciding what to buy. [Achieve and the Case Foundation, 2020]



**EMPLOYEES** – Research shows 88% of employees believe companies must focus on purpose and not just profit. [Cone Communications, 2020]



**C-SUITE / BOARD MEMBERS** – 80% of CEOs believe business has more of a responsibility than ever to address pressing social and environmental issues. [Porter Novelli, 2020]



**INVESTORS** – 75% of investors say sustainable investments have become more important to them over the last five years, driven by the younger generations. [Organization for Economic Cooperation and Development, 2019]

## The Experts



**Karen Davis**  
CEO, North Star Impact Group  
Former SVP of Global Philanthropy & Employee Engagement, Hasbro Inc.  
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**Kori Reed**  
Senior Advisor, North Star Impact Group  
Former VP of Integrated Cause & Foundation, Conagra Brands  
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**Melinda Bostwick**  
Senior Advisor, North Star Impact Group  
Former VP of Membership Services, Association of Corporate Citizenship Professionals (ACCP)  
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