

CSR Communications

Our Philosophy

For corporate clients, we know when you humanize a brand and generate goodwill, the backstory becomes both shareable and contagious. Similarly, nonprofits need to understand the effect that businesses have on the social and environmental issues they were created to address and consider ways they can help companies improve their impact on those issues.

Our Approach

GFM|CenterTable has more than two decades of experience in Corporate Social Responsibility (CSR) communications. Our agency strongly believes that businesses and nonprofits, as well as individuals, must be good tenants of the world.

The benefits of CSR are plentiful. While a CSR program has a positive influence on the people, groups or communities that are directly affected by the actions, it's also becoming abundantly clear that CSR creates significant value, increases innovation and benefits the bottom line. Simply put, it's good for business.

We work with clients (for-profit and nonprofit alike) to develop strategic, practical and applicable programs that deliver maximum value back to their organizations and the communities they serve.



Corporate Support

- Cause marketing campaigns
- Content strategy and amplification
- Corporate giving and partnership strategy
- Effective employee engagement programs
- Stakeholder engagement
- Strategic communications
- Sponsorship activation
- CSR and ESG reports



Nonprofit Support

- Content strategy and amplification
- Partnership cultivation
- Advocacy communications
- Building volunteer programs
- Community impact reporting



Building CSR Communications Programs

We use integrated communication tools to develop CSR campaigns that not only engage key target audiences and leverage shared promotional opportunities, but are also highly measurable. From working on a Compressed Natural Gas (CNG) school bus program to quickly moving a key annual concert/fundraiser online during COVID-19 to activating an employee day of service to developing community impact reports, we use stories to deliver messages that affect audiences and inspire action.

A Sample of Our CSR Experience



Our Process



STRATEGY & PLANNING



ACTIVATION



ENGAGEMENT



AMPLIFICATION



MEASUREMENT