



The Forum

A CSR Immersion Program

Six Week Virtual Program: Spring 2021

**Every Wednesday starting April 14th through May 19th
1-4pm ET via Zoom**

The Forum is a comprehensive program for corporate citizenship professionals with one to five years of experience in the field to receive immersive, hands-on education within a small cohort. Not only will you develop useful skills, the network and connections fostered during The Forum will help propel your career. This year's virtual Forum will include 6 weeks of interactive instruction, a small group project and breakouts, and resources to view between class sessions.

Want to learn more about the Forum Program? Check out our upcoming [Forum Information Session](#) for an overview.



Program Overview

Action, On Purpose

Following your in-depth learning, all participants will have the opportunity to put the learnings to action through a hands-on, group exercise. You and your team will make key decisions about the structure and execution of a contributions program, which you'll build entirely from the ground up. The six weeks of sessions will culminate with a round of group presentations and an acknowledgement of the accomplishments of the group.

Connections + Community

We believe connectivity is one of the greatest assets in our field and The Forum will connect you with your peers and with helpful resources. All participants will also receive materials on planning and managing an effective corporate contributions program. In our virtual format, Forum will offer networking and engagement opportunities via the group project, small group conversations, and breakouts.

Learning Objectives

By the end of The Forum, participants will be able to

- Explain the value of corporate citizenship and how it can support business objectives
- Understand the full scope of the corporate citizenship role
- Build a comprehensive and strategic contributions program

By the end of the program, participants will:

- Understand the structure of a signature corporate citizenship program and how it can be developed in support of business strategy
- Deepen knowledge of the importance of meaningful corporate citizenship activities for employee satisfaction and how to structure activities to create benefits for all
- Understand legal aspects of foundation giving from a domestic and international perspective
- Articulate the importance of impact measurement on programming decisions and understand how to identify key measurement activities

Tuition

ACCP Member: \$2,495

Nonmember: \$2,995



Schedule

Over the 6 weeks of intensive workshop sessions, ACCP team members will facilitate interactive learning sessions on a variety of topics, and address how these CSR concerns in today's environment. Interactive weekly sessions will be augmented with readings and videos between meetings to support and further the learning.

*schedule subject to change

Wednesday, April 14th

- The Corporate Citizenship Guide
- Aligning Corporate Citizenship to the Business

Wednesday, April 21st

- Introduction to Foundations
- International Donations

Wednesday, April 28th

- Signature Programs & Strategic Partnerships
- Introduction to Impact Measurement
- Disaster Relief

Wednesday, May 5th

- Employee Engagement
- Employee Volunteerism
- Matching Gift Campaigns & Workplace Giving

Wednesday, May 12th

- Corporate Fundraising
- Product Donations
- Using an Equity Lens

Wednesday, May 19th

- Group Presentations & Board of Director's Feedback

