

## Building Your Corporate Engagement Program Mission Statement

Strategic and impactful corporate engagement programs (CEP) align their mission, as well as areas of impact, to the company's overall business goals. A CEP mission statement helps to articulate the goals of the company's CEP.

Crafting a mission statement for a CEP is a process of gathering ideas and suggestions for the mission and honing them into a short, sharply focused phrase that meets specific criteria. Before crafting a mission statement for a CEP it's important to identify the CEP program goals by understanding the corporate priorities, employee interests and community needs. Once you've identified the goals and purpose of your CEP, craft a mission statement that aligns with your findings.

**Remember, the mission of your organization transcends today, but guides and informs today. It provides the framework for setting goals and mobilizing the resources of the organization for getting the right things done.**

### Corporate Engagement Program Mission Statements – examples:

- Make our communities shine. (**Hasbro Inc.**)
- To be a catalyst in partnering with the community, joining corporate resources with community needs through charitable contributions and employee involvement. (**3M – 2001 Corporate Engagement Award of Excellence honoree**)
- Deliver ever-improving contributions to the people we serve through the provision of low cost, reliable water and power, and community programs, to ensure the vitality of the Salt River Valley.“ (**Salt River Project – 1999, 2000, 2007 Corporate Engagement Award of Excellence honoree**)
- To promote environmental causes throughout the Americas in the broadest sense, which encompasses both the physical and social environments in which we live. (**Mitsubishi Motors**)
- Help People Live Better Lives not just through our products, our business opportunities, and our relations, but also through our corporate citizenship. (**Amway Corporation**)
- AT&T is committed to advancing education, strengthening communities and improving lives. Provide options for how employees volunteer, while encouraging them to engage, and remain engaged, in community service that is meaningful to them and their communities. (**AT&T – 2010 Corporate Engagement Award of Excellence honoree**)
- We will provide a safe workplace and protect the environment. We will promote the health and well-being of Boeing people and their families. We will work with our communities by volunteering and financially supporting education and other worthy causes. (**Boeing Company, 2000 Corporate Engagement Award of Excellence honoree**)
- The Bank of America is committed to create meaningful change in the communities it serves through its philanthropic efforts, associate volunteerism, community development activities and investing, support of

arts and culture programming and environmental initiatives. (**Bank of America Corporation – 2010 Corporate Engagement Award of Excellence honoree**)

- Holland & Knight's mission statement for their Opening Doors for Children program is to focus its charitable resources to improving the lives of children, from birth through high school graduation, in innovative volunteer programs replicated in each of our offices. All members of the Holland & Knight family will be given the opportunity and incentive to participate in a wide range of community programs, while also promoting the development of our children. (**Holland & Knight LLP – 2000 Corporate Engagement Award of Excellence honoree**)
- By harnessing the enthusiasm and energy of the salesforce.com community to make a positive difference in people's lives through service and technology-related projects for youth. (**Salesforce – 2002, 2009 Corporate Engagement Award of Excellence honoree**)
- Making people's lives better by unleashing the power of Cummins. (**Cummins Inc.**)
- To provide opportunities that encourage and support our employees' community involvement efforts in order to improve the health of our communities, develop a highly engaged and healthy workforce while enhancing relationships with our partners, and creating better health for all. (**McKesson Corporation, 2011 Corporate Engagement Award of Excellence**)
- Create and support philanthropic initiatives to improve the quality of human life through charitable contributions, partnerships, and employee volunteering." (**Merk&Co Inc.**)
- Develop and strengthen communities worldwide. (**Qualcomm Incorporated**)
- Empower people globally to reach their full potential. (**PIMCO**)

#### Sources:

*The Peter F. Drucker Foundation for Nonprofit Management, The Drucker Foundation Self-Assessment Tool: Process Guide, 1999.*

*Drucker Foundation News: Five Questions Fundamental to Self-Assessment, November 1999 Volume 7 Issue 4.*

*Corporate Engagement Award of Excellence applicants 2010-2012*

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The [Points of Light Corporate Institute](#) is the go-to resource for community-minded companies looking to build and expand effective employee volunteer programs. With our global network of 250 affiliates and a team of experts, we can help you create a customized volunteer program, engage your employees, learn best practices, network with other leading companies, and gain visibility for leadership and excellence.

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