



# Smart Giving Is Good Business: How Corporate Philanthropy Can Benefit Your Company and Society

*Curt Weeden*

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## **Smart Giving Is Good Business: How Corporate Philanthropy Can Benefit Your Company and Society** Curt Weeden

Answers to the 12 most common and critical questions about corporate giving

In this groundbreaking resource, Weeden shows how to strategically plan, manage and evaluate corporate contributions. Questions include: Why Should We Give?; How Much?; Who Decides?; Does a Company Need a Foundation?; How to Give Products or Services?; How Do We Know What Works? The book covers a wide range of topics including: The case for conditional corporate philanthropy; increasing stewardship to give more; assigning responsibility for signature programs; how CEOs leverage contributions programs for maximum benefit; effectively staffing corporate contributions programs; the pros and cons of corporate foundations; and more.

- Offers benchmarks for determining if a business has a meaningful philanthropic program that fosters constructive corporate citizenship
- Reveals how an effective philanthropic program and commitment can be incorporated in any organization
- Contains a comprehensive review of the information corporations need to make informed decisions about giving

The author offers a prescription for linking businesses with causes and the nonprofits addressing critical issues in a way that will preserve or restore services and activities essential to our quality of life.

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