



HOW TO BUILD A
**Social Impact Committee
Toolkit**

A simple, sustainable way to grow your
CSR program—powered by your people.



Why Create a Social Impact Committee?

Empower Employees

Engaging more team members helps you scale your efforts and do more good.

Expand Your Reach

Involve more people and engage more teams to make CSR part of your company's DNA.

Show Commitment to Values

Demonstrate that social responsibility isn't just a statement, it's embedded in your company's values.

Align & Organize Efforts

Bring structure to scattered or ad-hoc initiatives so they're more intentional and measurable.



WHAT'S INSIDE THE TOOLKIT

Each section of this toolkit is designed to give you the tools you need to create a robust, effective CSR committee that is prepared to make a real impact.

Template Committee Application

A ready-to-copy form to help you recruit passionate team members

Creative Naming Inspiration

A curated list of committee names and brainstorming tips to help you name your group.

Recruitment Guide

Tips on who to recruit (and how), including sample interview questions.

Meeting Cadence & Planning Tips

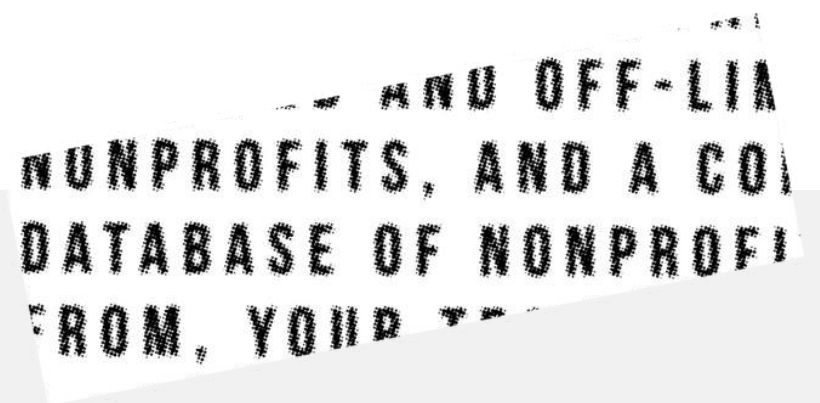
Sample annual calendars, meeting templates and ideas for how to keep your committee energized.

Presentation Talking Points

Ideas for topics to cover throughout the year.

Real Life Examples

See how real companies put committees to work, making their CSR programs more sustainable!



GETTING STARTED

Ready to get people involved? Before your committee can make an impact, you need the right people and a name that gets them excited to join.

Template Committee Application

Start with a quick and thoughtful application. It helps you find the right mix of passionate, reliable teammates to bring your committee to life.

Committee Application

Interested in making a difference at our company and in our community? Apply to join our [NAME] Committee! We're looking for passionate team members from across departments and locations to help lead our social impact efforts. Fill out this short form to share a little about yourself.

BE SURE TO MAKE A COPY OF THIS FORM AND EDIT TO FIT YOUR NEEDS 💙

Name *

Your answer

Your answer

Why are you interested in joining this committee?

Your answer

FREE DOWNLOAD:
Committee Application

Creative Naming Inspiration

Your committee name sets the tone. Make it meaningful, memorable and uniquely yours. Whether you decide to make it fun or filled with purpose, a great name can help build identity and momentum from the start.

Committee Name Ideas:

- Philanthropy Committee
- CSR Leads
- Social Impact Team
- Social Impact Squad
- The GoodWorks Collective
- Give & Grow Team
- The Change Committee
- Hearts & Hands
- The Ripple Effect
- Mission Makers
- Community impact Committee

Name Brainstorm Prompts:

- What's one word that captures your company's culture?
- What values do you want this group to represent?
- Would your team respond more to something fun or formal?
- Can you tie the name to your brand, mission or community work?

PRO TIP: Ask ChatGPT to help with you brainstorm ideas!



How to Recruit the Right Committee Members

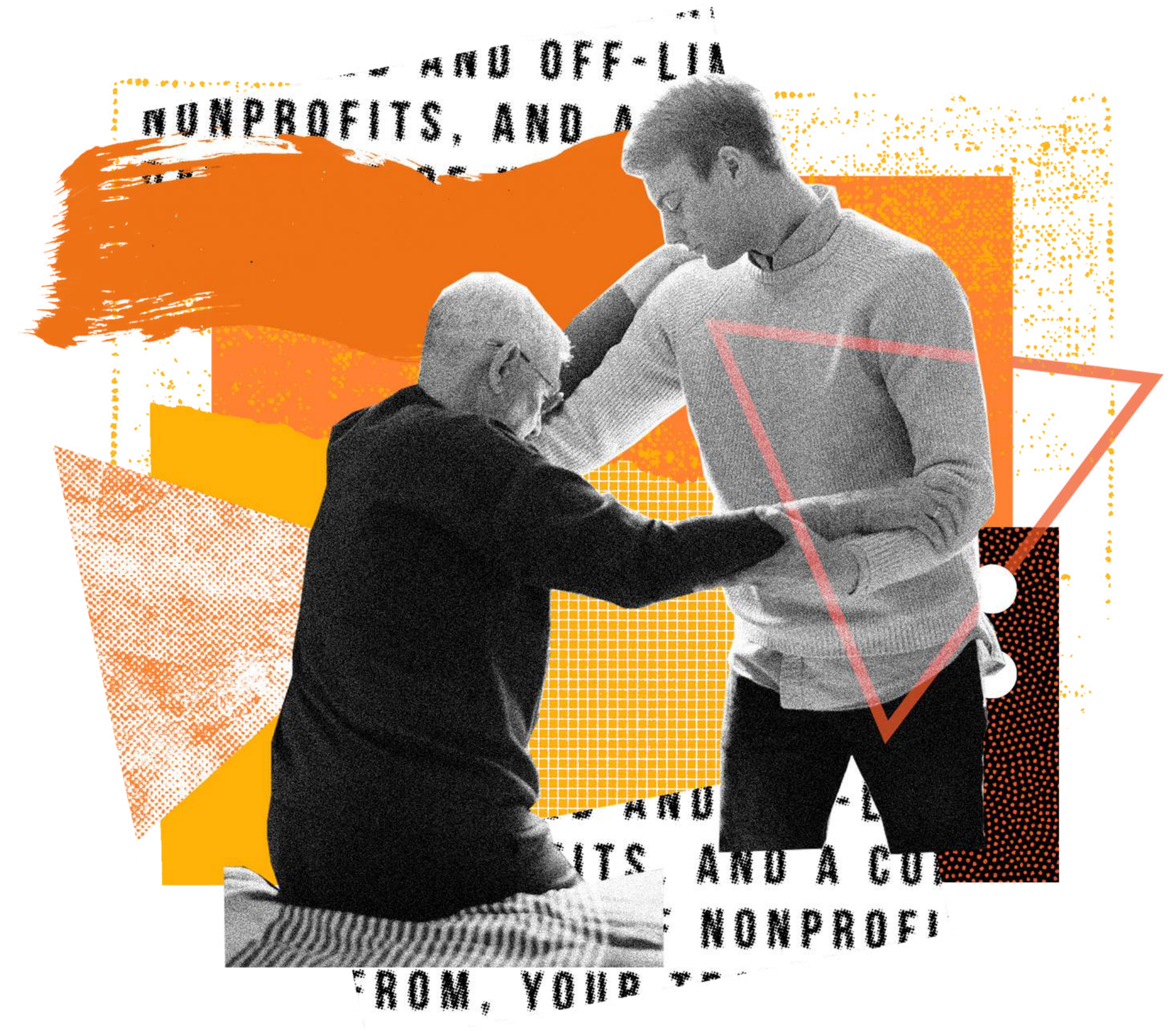
Building a strong CSR committee starts with bringing the right people to the table. Look for a mix of passionate doers and strategic thinkers from across teams, locations and levels of seniority. Use channels like Slack, team meetings and ERG partnerships to spread the word!

Who to look for:

- Cross-functional representation (HR, Ops, Engineering, etc.)
- Geographic diversity (if remote/global)
- Passionate advocates & reliable doers
- A mix of seniority (exec sponsor + ICs)

Tips for recruitment:

- Use Slack, team meetings, newsletters
- Partner with other internal groups for outreach
- Make a personal ask!

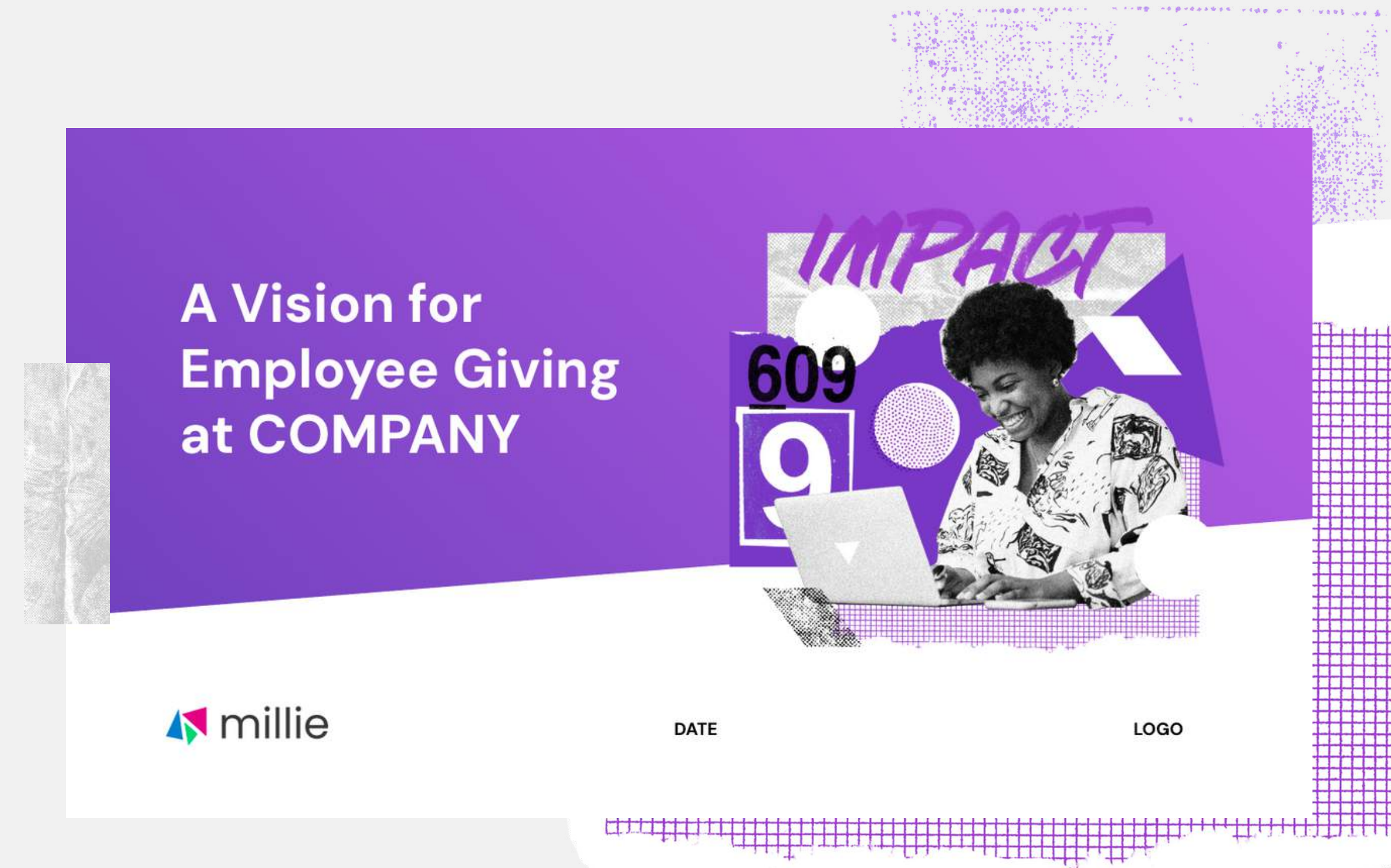


Sample outreach message: *Hey [Name] – I think you'd be a great fit for our CSR Committee! We're bringing together a group of passionate folks to lead our social impact efforts and I'd love for you to consider joining. Let me know if you're interested!*

How Big Should Your Committee Be?

There's no one-size-fits-all number. Start with a manageable core group, then scale thoughtfully with subcommittees or ambassadors to keep people engaged.

- **Under 50 employees:** 3–5 core members can lead with agility and keep things informal.
- **50–300 employees:** 6–10 members allow for more diverse voices and shared ownership.
- **300+ employees:** 10–20 core members, supported by regional ambassadors, can help scale your impact while keeping teams connected.



FREE DOWNLOAD:
Social Impact Workshop Template

Your Year with the Committee

Recommended cadence: Monthly or quarterly meetings

Example calendar:

Q1: Kickoff + annual goal setting

Q2: Earth Month / Volunteer drive

Q3: ERG collaboration, Giving prep

Q4: Giving Tuesday, Year-end recap



FREE DOWNLOAD: Annual impact
Report Template

MEETING TALKING POINTS TO CONSIDER

Kickoff Meeting

- Welcome & Purpose
- Why CSR matters to our company
- What we'll do together (focus areas)
- Year at a glance
- Roles & expectations
- How to get involved
- Q&A + Next Steps

Quarterly Check-In

- Quick wins & highlights from the past quarter
- Review progress toward annual goals
- What's working / what's not?
- Member feedback & engagement check
- Upcoming initiatives & action items
- Open floor for ideas, concerns, or support needed

Brainstorm Session

- Set a clear goal for the brainstorm (e.g., planning Earth Month, Giving Tuesday, a new program)
- Warm-up prompt or inspiring stat/story
- Idea generation: rapid-fire or breakouts
- Group share & cluster themes
- Prioritize: what's feasible, fun, or high-impact?
- Next steps: who owns what?

HEALTH, ANIMALS, ARTS, CULTURE,
HUMANITIES, HUMAN SERVICES,
COMMUNITY DEVELOPMENT,
RIGHTS, ENVIRONMENT



Social Impact Committee

REAL LIFE EXAMPLES



How LogMeIn Activated with Committees

OBJECTIVE

To launch and sustain a scalable global social impact program that reflects the values and interests of employees.

COMMITTEE STRUCTURE

Global Committee: Formed a centralized Impact Committee to guide high-level direction and strategy.

Local Chapters: Established regional subcommittees led by volunteer "captains" that empowered local offices to drive initiatives that mattered to their communities.



How APEX SYSTEMS Activated with Committees

OBJECTIVE

To create a scalable, employee-led social impact program that encourages creativity, ownership, and strong local engagement across offices nationwide.

COMMITTEE STRUCTURE

Volunteer Ambassadors Network: Established a national network of Volunteer Ambassadors who led local impact initiatives.

Decentralized, Team-Led Model: Instead of one central committee, Apex empowered local ambassadors to plan, promote, and execute initiatives tailored to their communities, supported by regular guidance and resources from HQ.



How Castlight Activated with Committees

OBJECTIVE

To create a grassroots, employee-led social impact program that empowers individuals across the company.

COMMITTEE STRUCTURE

Social Impact Committee: Castlight formed a formal Social Impact Committee led by employees and supported by leadership. This group served as the driving force behind volunteer programs, donation drives, and community partnerships.

Cross-Functional Membership: The committee included members from different departments, levels, and locations, ensuring diverse perspectives and broad representation across the company.





For companies with the best culture.

Connect with your team and build community
around giving back 🥰

Interested in learning more and seeing Millie in action?
Reach out to team@milliegiving.com

