

Step 1 — Articulate Program Goals

Step 2 — Determine Motivation

1. Set Program Goals (for the community and the business)				
2. Type of Activity (by motivation)	3. Value Inputs	Assess Outputs		
	Total Value	4. External Resources Leveraged	5. Community Benefit	6. Business Benefit
	The total \$ value of cash, in-kind, employee time and program management costs.	Additional resources generated for a community initiative	Performance measurement of program results in the community	Performance measurement of program results upon the business
Philanthropic Investment				
Social Investment				
Commercial Initiatives				

Step 3 — Understand Total Investment

Step 4 — Consider Opportunities for External Resources Lever-

Step 5 & 6 — Assess Outputs

7. Measure community impact	Measure business impact
-----------------------------	-------------------------

Step 7 — Reflect on Results

