

CIVIC ENGAGEMENT FOR CONSCIOUS ORGANIZATIONS





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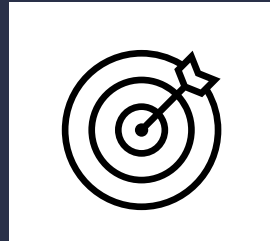
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WHY IT WORKS



Aligns
Stakeholders



Increases
Representatio
n



Spurs
Innovation



Strengthens
Communities



Enhances
Communication

THE ASPIRATIONAL BUSINESS MODEL

Purpose

Accountability

Connection

Conduct

Transparency



My Big Aha!

CIVIC PARTICIPATION IS A
FUNDAMENTAL WAY TO SUPPORT
CULTURE, BEHAVIOR &
COMPETENCIES



MY GOAL:

- Share What We Found About Corporate Civic Engagement
- Give Examples of Companies Doing This Well
- Leave you with 3 Free Things You Can Do to Leverage This Information

WHAT'S HAPPENING

Civic Engagement Trends - All Industries



Source: AlphaSense

WHAT'S HAPPENING

Civic Engagement Trends - Finance Sector



Source: AlphaSense



FINDING S

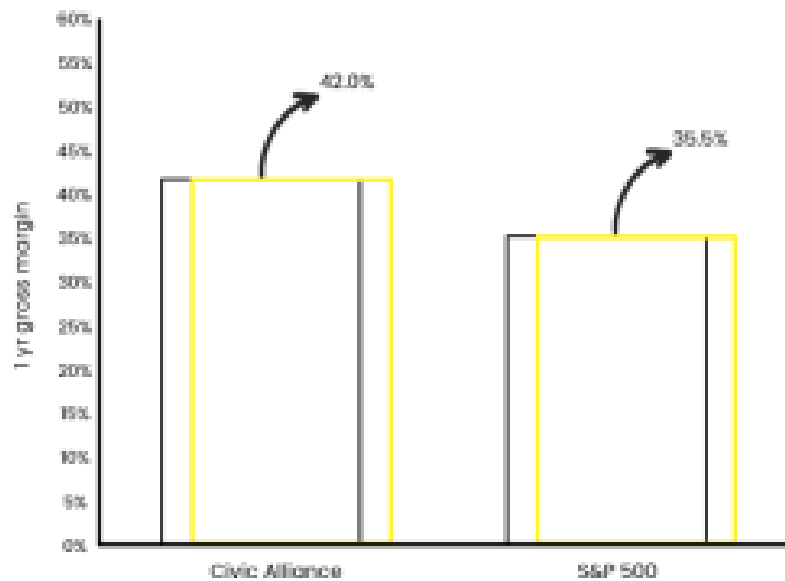
WHAT IS CORPORATE CIVIC ENGAGEMENT?

How a company empowers people to participate in shaping the affairs of their community and nation through the democratic process.

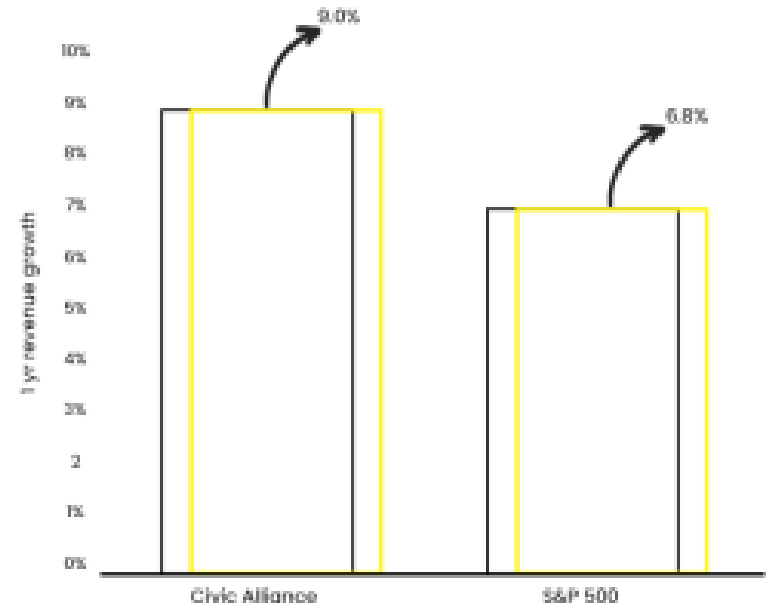
Company policies, practices, and communications—conducted without regard to political party, platform, candidate, or outcome.

FINDING 1: CORPORATE CIVIC ENGAGEMENT DRIVES PROFIT

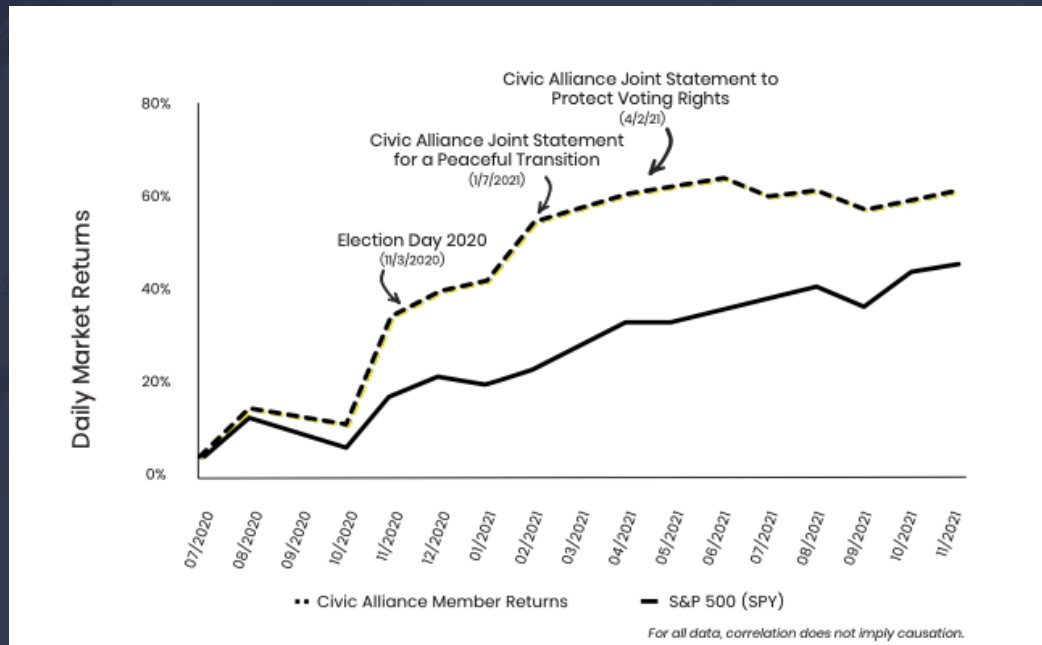
1 Year Gross Margin %



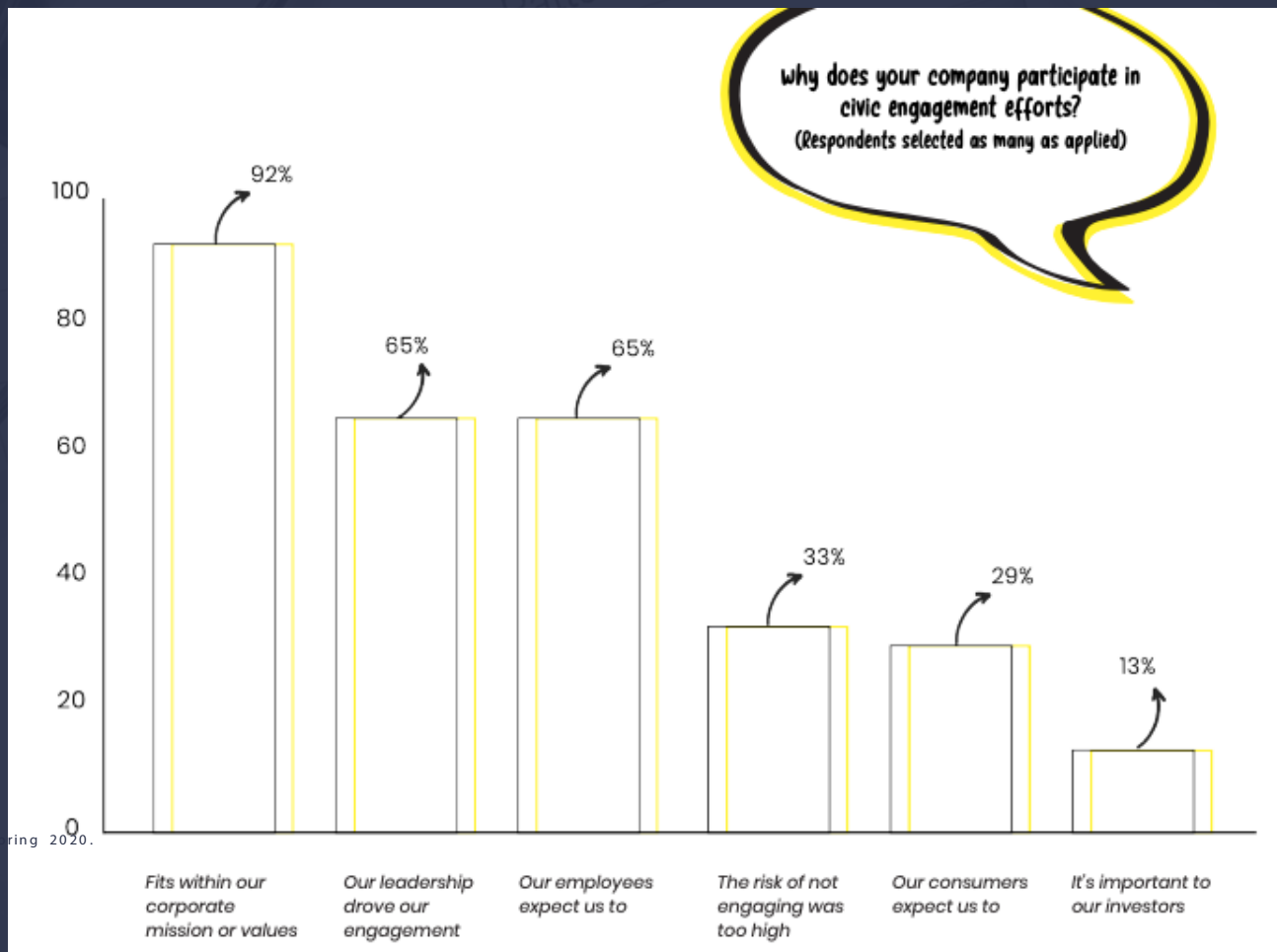
1 Year Revenue Growth %



FINDING 2: CORPORATE CIVIC ENGAGEMENT DRIVES INVESTOR VALUE



FINDING 3: CORPORATE CIVIC ENGAGEMENT = STAKEHOLDER FOCUSED





EXAMPLE

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Example 1

- Days off to Vote
- Volunteer Days of Service



FIRST REPUBLIC
It's a privilege to serve you®



Example 2:



Partnership to
develop leaders
engaged in civic
leadership in local
communities



Source: [Rose Foundation](#)

Copyright GivingSpring

Example

3:

Working with nonprofit partners to educate consumer populations on civic engagement.



EAST WEST BANK



APIAVote envisions a world that is **collaborative.**



Example

4: SDG 17: Partnership for the Goals

- Partner with economic development, inclusive communities to align with broader strategies

An infographic with three vertical columns set against a blue-tinted mountain landscape background. Each column has a title in orange, a horizontal line, and text in white. The columns are: 1. OUR MISSION: To be America's socially responsible bank empowering organizations and individuals to advance positive social change. 2. OUR VISION: Banking that furthers economic, social, racial, and environmental justice. 3. OUR VALUES: Integrity, Passion, Collaboration, Responsibility, Inclusion, Equity, Proactivity, Service.

OUR MISSION	OUR VISION	OUR VALUES
To be America's socially responsible bank empowering organizations and individuals to advance positive social change.	Banking that furthers economic, social, racial, and environmental justice.	Integrity Passion Collaboration Responsibility Inclusion Equity Proactivity Service



NEXT STEPS

QUESTION 1:

Have we ensured our employees have the time to vote, are aware of their upcoming elections, and are able to access the polls?



QUESTION 2:

How can we leverage civic knowledge and participation to deepen employee engagement?



QUESTION 3:

What brand resources do we have that will engage our customers in authentic, nonpartisan civic efforts?



QUESTION 4:

How can civic engagement support or align with our strategic priorities?





NEXT STEPS

3 THINGS YOU CAN DO TODAY:

- Review your Elections Day Policies and Ensure All Employees are Enabled to Make Time to Vote
- Take the Civic Engagement Pledge at CivicAlliance.com
- Download the Civic Engagement Playbook at CivicAlliance.com



LET'S CONNECT



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