

# COMMUNIQUE

*Trends, Best Practices, and Opinions on Community Involvement*

## Year-end Thoughts — and Some Recommendations for 2010

By Linda Gornitsky, Ph. D.  
President & Founder, LBG Associates



We at LBG Associates understand how busy you are this time of year—processing last-minute grants, dealing with mounting Matching Gifts requests, overseeing final budget planning, and so much more. We just want to take a moment to send you

our very best wishes for a peaceful and joyous holiday season—and to end the year with some thoughts about the past year, and the one ahead.

For many community involvement (CI) professionals, 2009 was full of tough challenges and often stressful changes, including decreases in contributions budgets; painful staff reductions; shifts toward giving aimed at meeting basic needs and away from strategic goals; and a higher dependence upon employee volunteering programs to maintain corporate visibility, image, and community commitments.

And these were just some of the more obvious challenges CI personnel struggled with during this prolonged recession!

But hopefully the worst is over. If we continue on our present path, 2010 will likely be a year of slow recovery—and an ideal time to reassess your programs and priorities. Some thoughts and recommendations as we head toward the next year:

- ◆ As times improve, your CI initiatives may need to be reassessed and adjusted to ensure that they produce maximum results during the recovery, and that programs are aligned (or realigned) with your corporate community involvement and giving strategy.
- ◆ In 2010, there will continue to be an increased emphasis on measurement, which may require an even more critical assessment of existing nonprofit partnerships and their impact.
- ◆ As always, communication is critical to the success of community involvement and employee engagement programs. Reach out more frequently and on a regular basis to your community partners and associates to help ensure you are directing resources at the right initiatives, in the right way.
- ◆ Finally, the current emphasis on volunteering should prompt a reexamination of your program structure and approach for 2010. You can get some guidance from "[Motivating Volunteering in Tough Times](#)," our newest research study revealing the top (and often surprising) employee volunteering motivators that are working *right now*.

Remember, each day brings a new opportunity to make a difference and change lives for the better. We wish you a "Happy New Year" of successful community involvement. And please accept our holiday gift of a **free half-hour phone consultation** if you think we can help in any way. ❖

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LBG Associates is a woman-owned consulting firm focused on designing, implementing, and managing corporate citizenship and community outreach programs and initiatives. Founded in 1993 by Dr. Linda Gornitsky, LBG Associates drives social change through expert advice; implementation of strategies, programs, policies, and procedures; research on cutting-edge CSR issues and trends; and training that equips practitioners with the knowledge and skills to grow and advance in the field of corporate social responsibility and community involvement. Find more information at: [www.lbg-associates.com](http://www.lbg-associates.com).

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