

Community Checklist

Community Benefit Policy/Plan

- ☐ Is "Community" a part of your brand?
- ☐ Do you have a Community Benefit Strategy?
- ☐ Do you have a Community Benefit Policy & Procedure?
- ☐ Do you have a process for receiving and allocating community requests?
- ☐ Do you support individuals or groups or both?
- ☐ Do you have priority groups?
- ☐ Do you limit the geographic area you support?
- ☐ Do you advertise for applicants or wait for them to reach out to you?
- ☐ Do your members have a say in who gets supported?

Community Benefit Budget

- ☐ Do you have a Community budget?
- ☐ Do you provide prizes and gift vouchers?
- ☐ Do you randomly allocate funds based on applications?
- ☐ Do you review your community spending every six months and annually?

Measuring

- ☐ Do you record all of your community contributions (Club Grants & Otherwise)?
- ☐ Do you record vouchers and prizes?
- ☐ Do you record all in kind support?
- ☐ Do you record rent and costs associated with volunteers or key purpose?
- ☐ Do you record volunteer hours & add a value?
- ☐ Do you measure the impact of your contributions?

Marketing and Promotion

- ☐ Do you promote your community support?
- ☐ Do you do weekly posts on social media?
- ☐ Do you ask recipients to promote you?
- ☐ Do you showcase your contribution to government; local, state and federal members?
- ☐ Do you tell your employees, suppliers and members about your community contributions?
- ☐ Do you promote how much you spend with suppliers per annum?
- ☐ Do you report promote how many people you employ and train?
- ☐ Do you have an annual community benefit showcase or event to celebrate your achievements and outcomes?
- ☐ Do you report how much you spend on community per annum on signage, plasmas, EDMs, videos?

**INFINITE
GOOD**
People, Planet, Purpose

**Lacking in time and
resources?**

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