

CORPORATE CITIZENSHIP STORYTELLING FROM THE INSIDE OUT

SEPTEMBER 13, 2017

WELCOME & INTRODUCTIONS



Kori Reed

Education and Experience

- Master's degree in Communication, and a personal purpose to help people see things in new and creative ways
- More than 25 years of experience working in Communication and Public Affairs at four major Fortune 500 companies
- Expertise in integrating company cause-branding efforts, connecting consumer engagement and corporate responsibility

Accomplishments

- Earned a Gold Quill Award for reinventing a daily company newsletter
- Published a piece in The Chicken Soup for the Soul series on volunteerism
- Wrote and published a collection of vulnerable and humorous stories from her own life

ABOUT CHANGING OUR WORLD

Changing Our World is a trusted philanthropy consulting firm that advises leading corporations and nonprofit organizations.

- Extensive experience in developing and implementing strategic initiatives that enable corporations and nonprofits to achieve their goals
- In-depth knowledge of global philanthropy and nonprofit partnerships, marketing integration, and the ability to translate this into compelling solutions
- Success in creating programs that drive brand visibility, consumer appeal, employee goodwill and social impact

FIRM SNAPSHOT

- Founded in 1999
- **An Omnicom Company (NYSE:OMC)**
- 100+ professionals
- **Four distinct advisory practices**
 - ✓ Corporate
 - ✓ Nonprofit
 - ✓ Research and Analysis
 - ✓ Digital



DISCLOSURES

Charitable Giving Platform

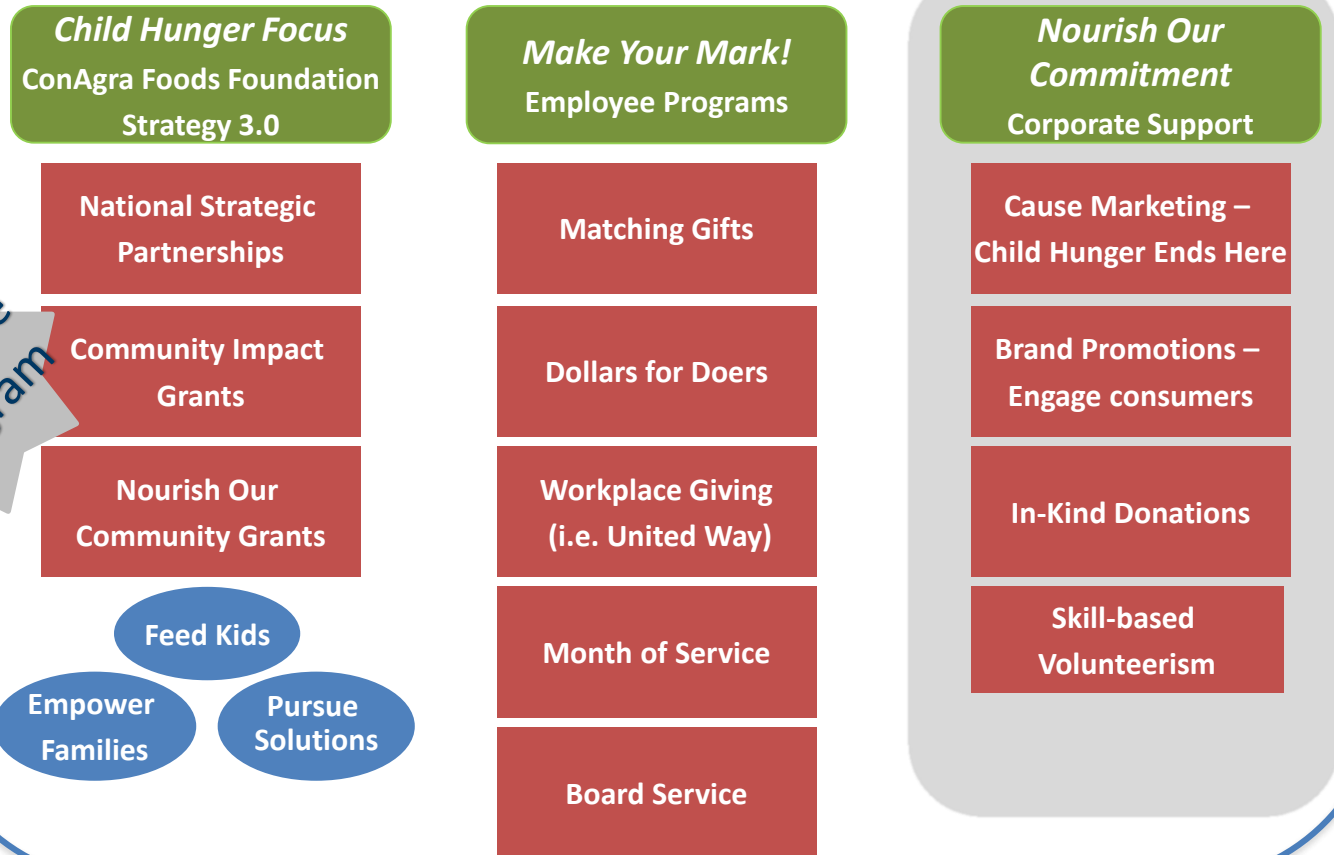
Strategic Giving Platform: Improve the quality of life for millions of families by taking action to solve child hunger.



10 years



Ok to share from



What area of the business are you representing?

- Corporate Communication/Public Affairs
- Brand Marketing (corporate or brand)
- Corporate Social Responsibility
- Company Foundation or charitable giving
- PR-Communication Agency

What is your challenge when it comes to storytelling?

- Not sure how to translate impact to a story
- Working with other parts of the business
- Getting other parts of the business to care about the “charitable work”
- The Communication Team is a challenge
- Integrating the work I do with other parts of the business

AGENDA

- The Science of Storytelling: Secrets Marketers Know
- Shared Values That Make Stories Moving
- CSR Professional Secrets: Owners of Real Stories
- Authenticity
- Elements of a Good Story: Secrets from the Professionals
- Templates to Make It Come to Life
- Interactive Portion (Questions and Answers)







THE SCIENCE OF STORYTELLING - SECRETS MARKETERS KNOW

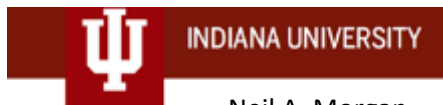
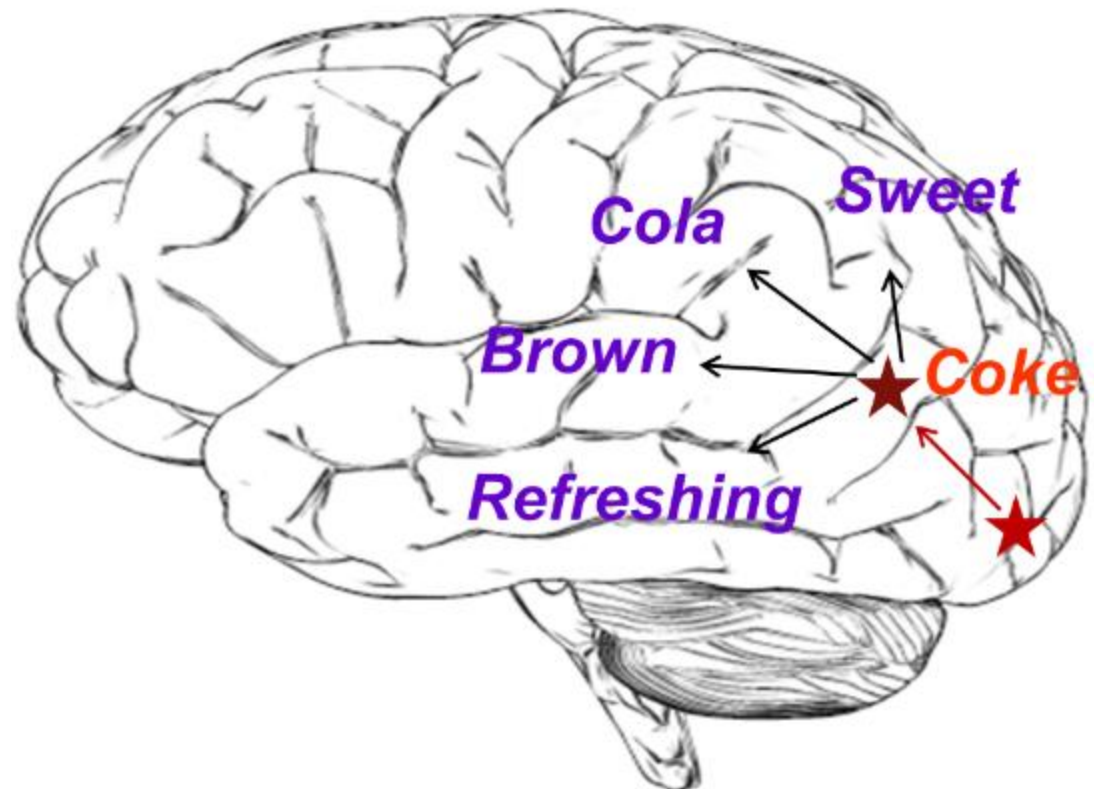
FEATURES TELL,
STORIES SELL

MARKETING SECRETS

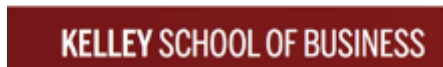
The science behind brand marketing and sales

- A Visual triggers memory node
- In turn triggers the other associations

All purchases
are “emotional”
&
Brands make
meaningful
connections



Neil A. Morgan



MARKETING SECRETS



Go to Market Strategy

Leverage meaningful, accessible brand connections to the right audience

- **Women, 35-50**
- **Millennial-consumers**
- **Employees**
- **Senior Leaders**

MARKETING SECRETS: TOOLS

Example: Target Market Insights

Primary Target: MOM

Skewed to support Educational causes and wants to set an example for others. Likely to be younger families.

- Median Age XX with XX% having children (HH size 3-4) and income (median \$XXk) – XXmm households.
- Values driving support for causes:
 - Good example to others/children; I too may need help someday
- Reasons for engaging in specific causes
 - Important cause; Personally rewarding; Make a difference

Consumer Insight: Today, millions million children each year don't have consistent access to food. As a mom, I'm open to finding ways to teach my kids how to help others in need; a way of paying it forward. I'm not sure what I can do to help.

Key Attitudinal & Behavioral Change Objective

- **Attitude Change:** "I can use my friends, family and co-workers to make a change in my community."
- **Behavior Change:** Look for ways to get involved, either through volunteerism, donation, or word-of-mouth/advocacy.
- **Goal Statement:** I can look to XX brand for direction on what to do...
- **Barriers:** She is not aware of the community and charitable efforts the brand/company supports. (Missing opportunities for brand warmth and Loyalty.)

MARKETING SECRETS: TOOLS

Tap into your business colleagues to see what works:

- Marketing Briefs/Plans
- Target Market demographics and psychographics
- Story Mapping
- Project Plans
- Strategy Documents

Colleagues:

- *Marketers*
- *Market Research*
- *HR Analytics*
- *Business Strategy*
- *Supply Chain*

Marketing Brief Elements

Business Objective: (how will we know if we are successful?)	Build reputation (proactively and opportunistically) lever for growth –brand warmth and consumer loyalty.
Strategies: (how we will achieve our business objectives?)	Drive national awareness among target (MOM) of the Brand/company’s overall commitment to the cause.
Challenge: (what must we overcome to be successful?)	The target lacks familiarity with X company or brand
Role of Plan: (what must the plan achieve to win?)	Establish X as the go to source for her
Tasks: (what must the plan achieve to win?)	<ol style="list-style-type: none"> 1. Pull at her heart strings to motivate her to action 2. Give her compelling ways to engage

5 HUMAN VALUES: 50 BRANDS TOUCH ON 5 SHARED VALUES



1 Eliciting Joy: Activating experiences of happiness, wonder, and limitless possibility

2 Enabling Connection: Enhancing the ability of people to connect with each other and the world in meaningful ways

3 Inspiring Exploration: Helping people explore new horizons and new experiences

4 Evoking Pride: Giving people increased confidence, strength, security, and vitality

5 Impacting Society: Affecting society broadly, from challenging the status quo to redefining categories



THE MAGIC OF STORYTELLING - SECRETS CSR PROFESSIONALS KNOW AND THE INGREDIENTS/TOOLS WE CARRY

**"Mam, why did Santa
skip our house?"**

10 REASONS TO ADD STORYTELLING TO YOUR CSR COMMUNICATIONS

1 CSR offers great stories

2 Attract talent

3 Attract investors

4 Improve employee engagement

5 Humanize brand

6 Generate goodwill

7 Demonstrate leadership

8 Bring departments together

9 Possibility of positive publicity

10 CSR stories are sharable

TRANSLATING IMPACTS

20+
YEAR
PARTNERSHIP

280 MILLION
MEALS DONATED
FOR HUNGRY FAMILIES

\$38M
INVESTED TO FIGHT
CHILD HUNGER

32 CHILD HUNGER CORPS MEMBERS
PLACED AT LOCAL FOOD BANKS
IN 25 STATES

LEADERSHIP
PARTNER
IN THE FIGHT TO END CHILD HUNGER

67 MEMBER FOOD BANKS
IN 37 STATES RECEIVED
HUNGER-FREE SUMMER GRANTS
TO SUPPORT SUMMER FEEDING PROGRAMS FOR LOW INCOME CHILDREN

3 LANDMARK RESEARCH PROJECTS
SUPPORTED TO INFORM
CHILD HUNGER INTERVENTIONS ACROSS THE NETWORK

RICH CONTENT PUTS NUMBERS IN CONTEXT

Stewardship Report

CHILD HUNGER CORPS

With the ConAgra Foods Foundation's support, Feeding America pioneered the Child Hunger Corps program. The Corps is a nationwide service program whose goal is to increase the capacity and capability of network food banks to execute programs to alleviate child hunger. Its success has exceeded our expectations - significantly increasing meals for kids and helping food banks expand capacity in other areas. The Foundation has supported the placement of 32 Corps members at host food banks in

"Traci has done an amazing job with helping us to expand child feeding programs from two pantries to now 84 active pantries in under two years. Her dedication to identifying needy counties and districts, building relationships with schools and community organizations and training coordinators have made this rapid expansion a smoother process than it had any right to be."

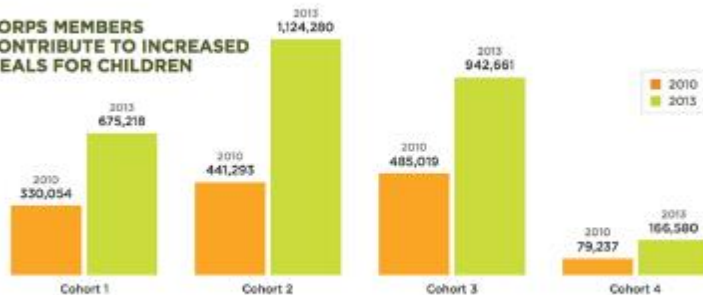
- REGIONAL FOOD BANK OF OKLAHOMA

25 states from Maine to California. Corps members have repeatedly proven that their contributions extend far beyond their defined role in addressing child hunger; the program is developing new leaders in hunger relief. Ten alumni are now in full time positions at food banks, state associations and the national office. This leading-edge initiative has been a game-changer in reimagining how we fight child hunger.

"Through Kyle's research and supportive efforts, Second Harvest was able to expand our Kids Cafe program by more than 50 percent from the original nine sites that launched in January 2012. Kyle has also been instrumental in updating and improving the nutrition education for the Kids Cafe program."

- SECOND HARVEST FOOD BANK OF GREATER NEW ORLEANS AND SCARLETTA

CORPS MEMBERS CONTRIBUTE TO INCREASED MEALS FOR CHILDREN



AVERAGE NUMBER OF MEALS SERVED BY CORPS MEMBER HOST FOOD BANKS

Story for Web site, from one Child Hunger Corps Leader

A New Generation of Leaders Tackling Child Hunger

We face a reality where there is a shortage of dedicated staff and volunteers to lead the fight to end child hunger nationally and locally. We know we cannot do this alone.

Together with Feeding America, we are spearheading a critical effort to recruit new talent to tackle child hunger through their *Child Hunger Corps*.

The *Child Hunger Corps* is a team of professionals focused on increasing the number of nutritious meals and snacks served to children in need by local food banks. By studying the community where they work, the team can determine how to support or expand current programs as well as measure and share results.

Child Hunger Corps has already contributed to an increased number of nutritious meals and snacks provided to food insecure families. They are also increasing the visibility of the issue of child hunger in their local communities and helping food banks raise money.

Over the long term, we are committed to supporting the *Child Hunger Corps* as they continue to train and empower a new generation of leaders to address the fight against hunger.

Child Hunger Corps member Mya Price works at the God's Pantry Food Bank in Lexington, Kentucky. In talks with local schools and Youth Service Center Coordinators, it became clear that the Food Bank's existing programs were doing a great job of reaching elementary and middle school students but not high school students. In response, Mya and the Food Bank team are piloting the first School Pantry Program at a high school location to reach food insecure students with the food they need out of school. For the pilot, a pantry has been set up at a high school location, and 120 students visit once a month to select food items of their choice. In addition to fresh produce, there is toothpaste, soap, shampoo and other personal items that the high school students may use. The School Pantry Program high school pilot has received a lot of support from local community organizations, and the aim is to take the model to other locations across Kentucky.



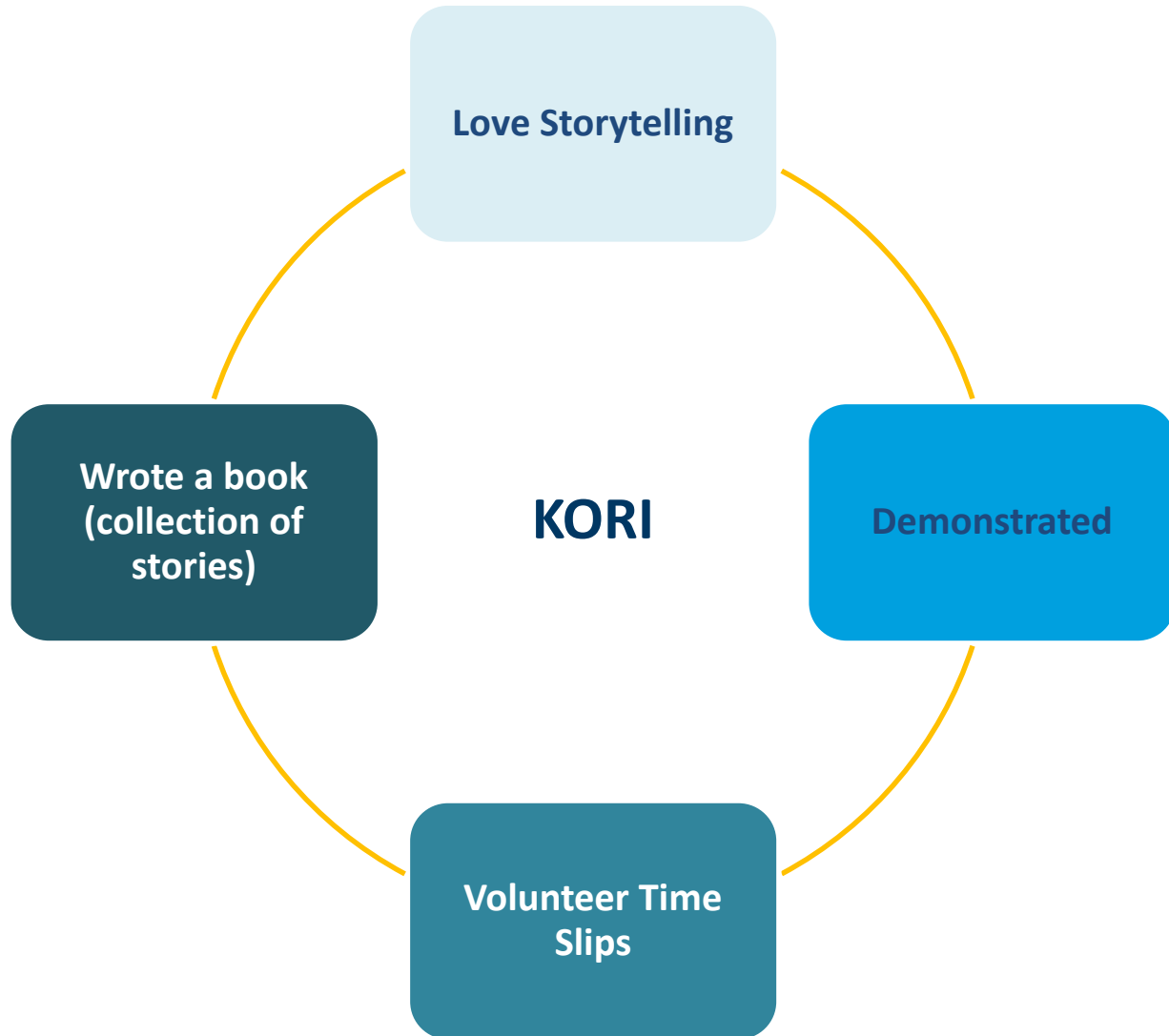
Child Hunger Corps member Mya Price in action. Photo credit: Feeding America

NUMBERS TELL,
STORIES SELL



AUTHENTICITY IS KEY

AUTHENTICITY

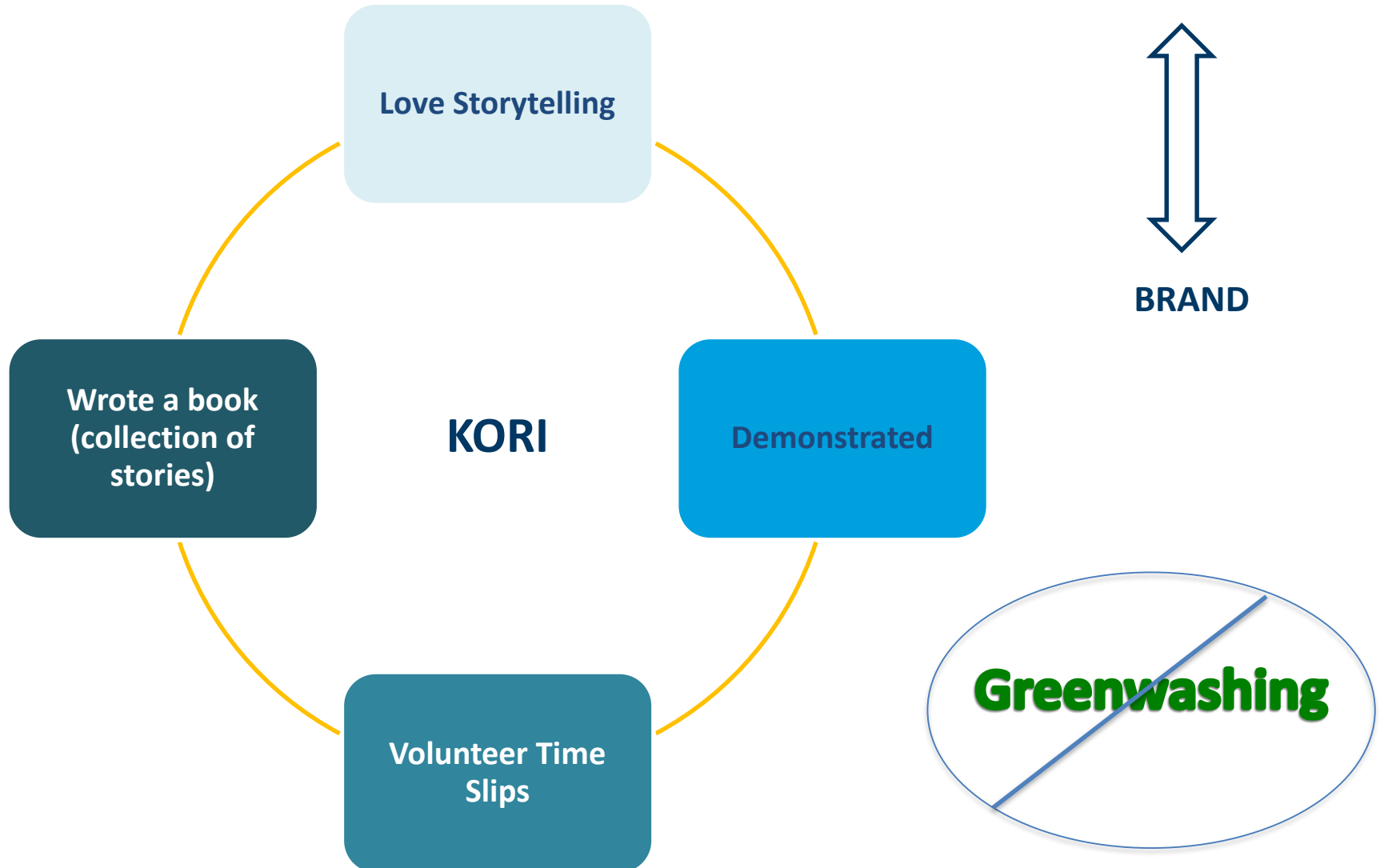


HUMAN INTEREST



AUTHENTICITY

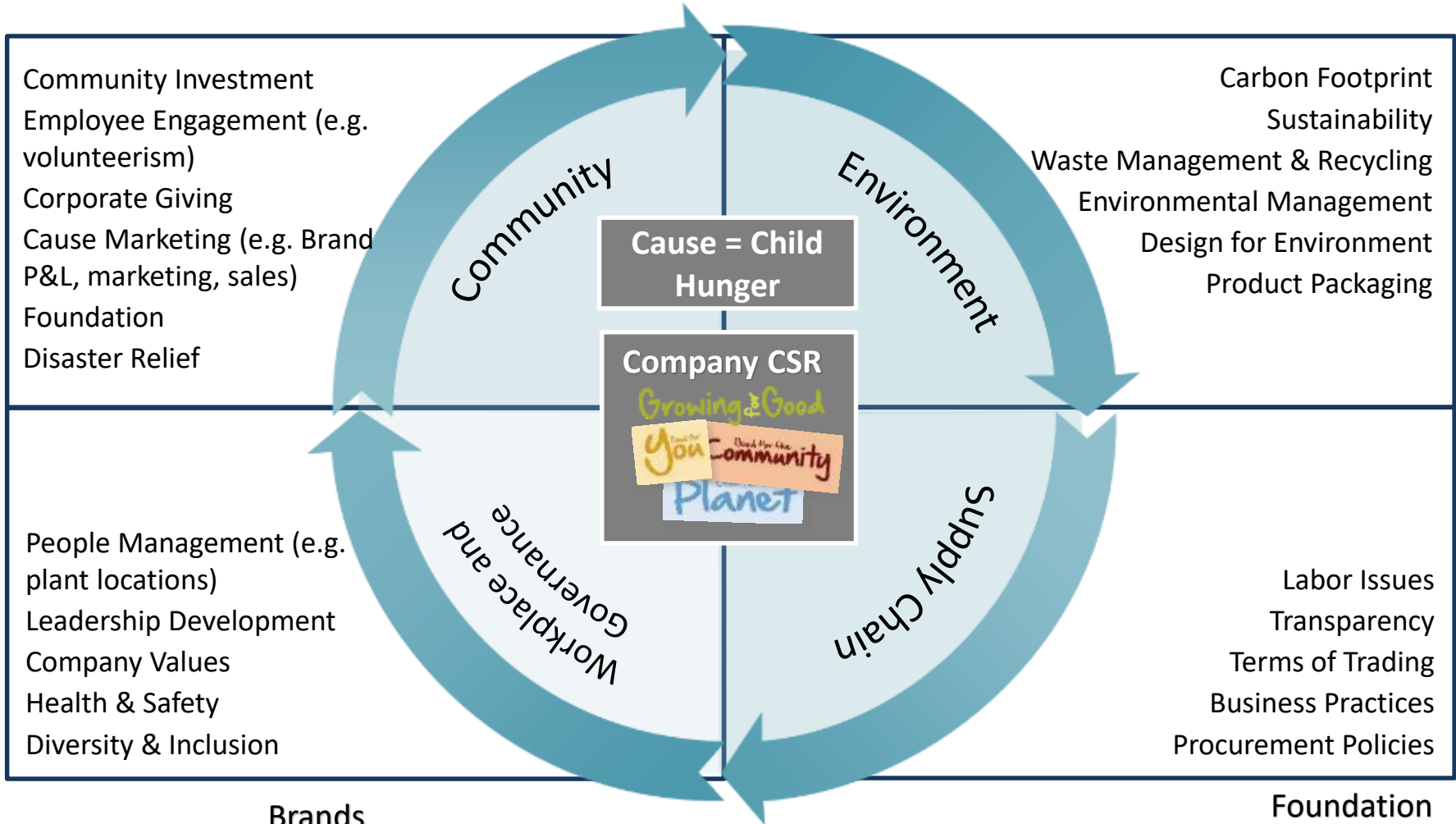
HUMAN INTEREST



INTEGRATION



AUTHENTIC CSR PROGRAMS ENGAGE THE ENTERPRISE



Levers:

 Cause Mktg	 Food Donations	 EE Time Donated to Cause	 Dollars Invested
--	--	--	--

CORPORATE RESPONSIBILITY REPORT

Impacting Child Hunger

Doing Our Part to Make a Difference Through the Power of Food

Too many kids in this country struggle with hunger. We believe that, together, we can change this. In the U.S., 15 million children do not have consistent, reliable access to the food they need; they also experience or worry about hunger before, during and out of school. This lack of nourishment negatively impacts their health, development, ability to learn, and overall happiness.

We cannot ignore the impact of hunger on the quality of life for families. We believe that business must be part of the solution. We have seen firsthand how reducing the risk of hunger for children makes them more resilient, and in turn, the future of our communities and our country overall.

That's why we are dedicated to working with our partners, both national and local organizations, and people that care across the country, to create a world where children grow up with the food they need to reach their full potential. www.conagrafoods.com/our-commitment

- to-do list**
- donate products
 - engage people
 - build partnerships
 - ignite passion

Working together — ConAgra Foods and ConAgra Foods Foundation, customers, shoppers, employees — we can make an even bigger impact on child hunger.



ConAgra Foods Foundation

Investing in High-impact Nonprofit Organizations to Find Solutions

For more than 20 years, the ConAgra Foods Foundation has been putting hunger solutions into reach — for children and families — through partnership and financial support of non-profit organizations. We are inspired by the opportunity to improve the quality of life for families and impact the lives of children struggling with hunger.

Together we can make child hunger a thing of the past.

The ConAgra Foods Foundation has a three-pronged strategy to address hunger, including feeding kids when they are most vulnerable, empowering families through programs that teach skills and focus on nutrition and parenting solutions through research and other innovative programs.

In 1993, the ConAgra Foods Foundation made its first investment in child hunger to expand the Kids Cares program. Today, the strategy has evolved to include a national, engaged network of solutions from providing needs

Community Impact & Philanthropy

Our Company

Rallying Our Brands and Consumers to Lead the Fight

Our child hunger foundation campaigns rally our brands and consumers to support child hunger relief. We've seen the power of collaboration, from our ongoing work with hunger relief to our 2014-2015 campaign and our 2016-2017 campaign. Since the launch in 2010, we have donated more than 37 million pounds of food to feeding America through the 2016-2017 campaign. From the launch of our first campaign to our 2016-2017 campaign, we've seen every participant, including our brands, partners and consumers, make a difference. In 2016, we donated more than 37 million pounds of food to feeding America through the 2016-2017 campaign. From the launch of our first campaign to our 2016-2017 campaign, we've seen every participant, including our brands, partners and consumers, make a difference. In 2016, we donated more than 37 million pounds of food to feeding America through the 2016-2017 campaign.



WATCH IT: Feed One Meal, Child Hunger Ends Here



As a food company, we believe it's our responsibility to make sure that every child has the opportunity to thrive. That's why we've partnered with the ConAgra Foods Foundation to help feed one meal, child hunger ends here.

Since 1998, we've been able to provide a steady stream of support to the ConAgra Foods Foundation.

Our People

Dedicated to Service — How a Day Turned into a Month


It started as a day of service, then a week of service, and in 2015, turned into a month of service. In April 2015, we launched a month-long campaign for employees to volunteer for a day of service. We encouraged employees to get involved in their communities and work. ConAgra Foods employees volunteered more than 6,500 hours in our month of service 2015. More than 5,000 employees took part to pack more than one million meals in the ConAgra Foods Hunger Relief campaign. Whether packing meals, sorting food, planting trees, or organizing the purchase of new school supplies, our employees gave 42 different locations throughout the month — the spirit of giving — and the talent to do the hard work. Volunteerism is a focus in April but service does not stop there.

ConAgra Foods employees actively engage in our philanthropic efforts throughout the year, supporting our company's charitable cause. They also lend a hand for other causes that are deeply meaningful to them. Our employees have the opportunity to give back to their communities, and the talent to do the hard work. Volunteerism is a focus in April but service does not stop there.




INTEGRATED CAMPAIGN (2013)


Child hunger exists in our backyard :(



More than one in five kids in the U.S are at risk of hunger. That equates to the number of kids that could fill **8,000 playgrounds!**



21.5 million+ students rely on free and reduced-price lunches, making school breaks and weekends more difficult.





MON TUE WED THU FRI SAT SUN


When kids are hungry, they don't get to be kids or they struggle in school.

ConAgra Foods collaborates to create change


Food:
 ConAgra Foods has donated **325 million+ lbs** of food to Feeding America, enough to fill **11,500 school buses**


Funds:
Invested for 20 years



1993 Expanded KidsCafes
 2006 Provided food and facts to kids
 2014 Innovating for future solutions




3,500 employees = **7,000+ volunteer hours**



Friends:
 But we can't do it alone... we continue to collaborate with and learn from community leaders, non-profits, employees, and you!

The good news - You can help, too!




1 Look for the red push pin and code on participating products



Enter the 8-digit code

1 code = 1 meal!

2 Share, tell your friends

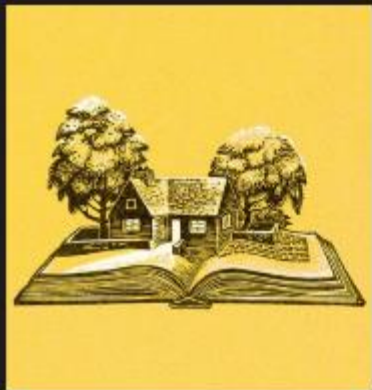
3 Find out how you can do your part at hungervolunteer.org

Help us reach our 2014 goal: **5 million additional meals**



WHAT MAKES A GOOD STORY AND TOOLS TO CRAFT YOUR OWN

TEDX STORYTELLING TIPS - MEANING



Playlist (6 talks)

How to tell a story

Why do we love our favorite stories? Do they need a beginning, middle and end, and a character who changes by the conclusion? Masters of storytelling explore new answers to age-old questions of the craft.

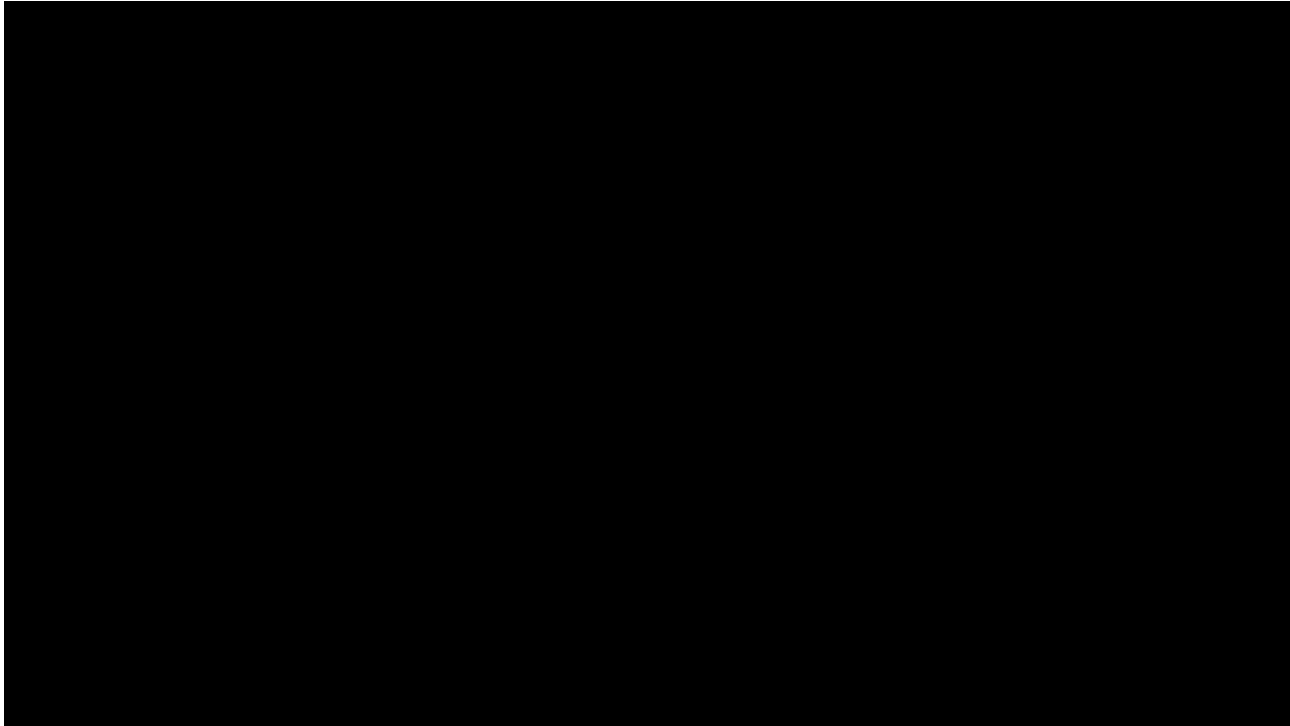
▶ Watch now ➦ Add to list ♥ Like

Andrew Stanton
(WALL-E, Toy Story)

- MAKE ME CARE
- ...a promise that it will be worth my time..
- Anticipation mingled with uncertainly

JJ Abrams
(Lost, Star Wars, Star Trek)

- The Mystery Box
- In the movie Jaws, the shark gets the credit, but it is a story of a man and struggling to find his place



A STORY OF FEMININE PRODUCTS OR FEMALE EMPOWERMENT?

throw
#LIKEAGIRL

Swing
#LIKEAGIRL

Run
#LIKEAGIRL

Lead
#LIKEAGIRL

Kick
#LIKEAGIRL

Dance
#LIKEAGIRL

Rewrite the Rules.

What do you do
#LIKEAGIRL?

Take a stand and show young girls everywhere that doing things #LikeAGirl should never be used as an insult - that it means being strong, talented, and downright amazing.

TWEET NOW >

FIND OUT MORE >

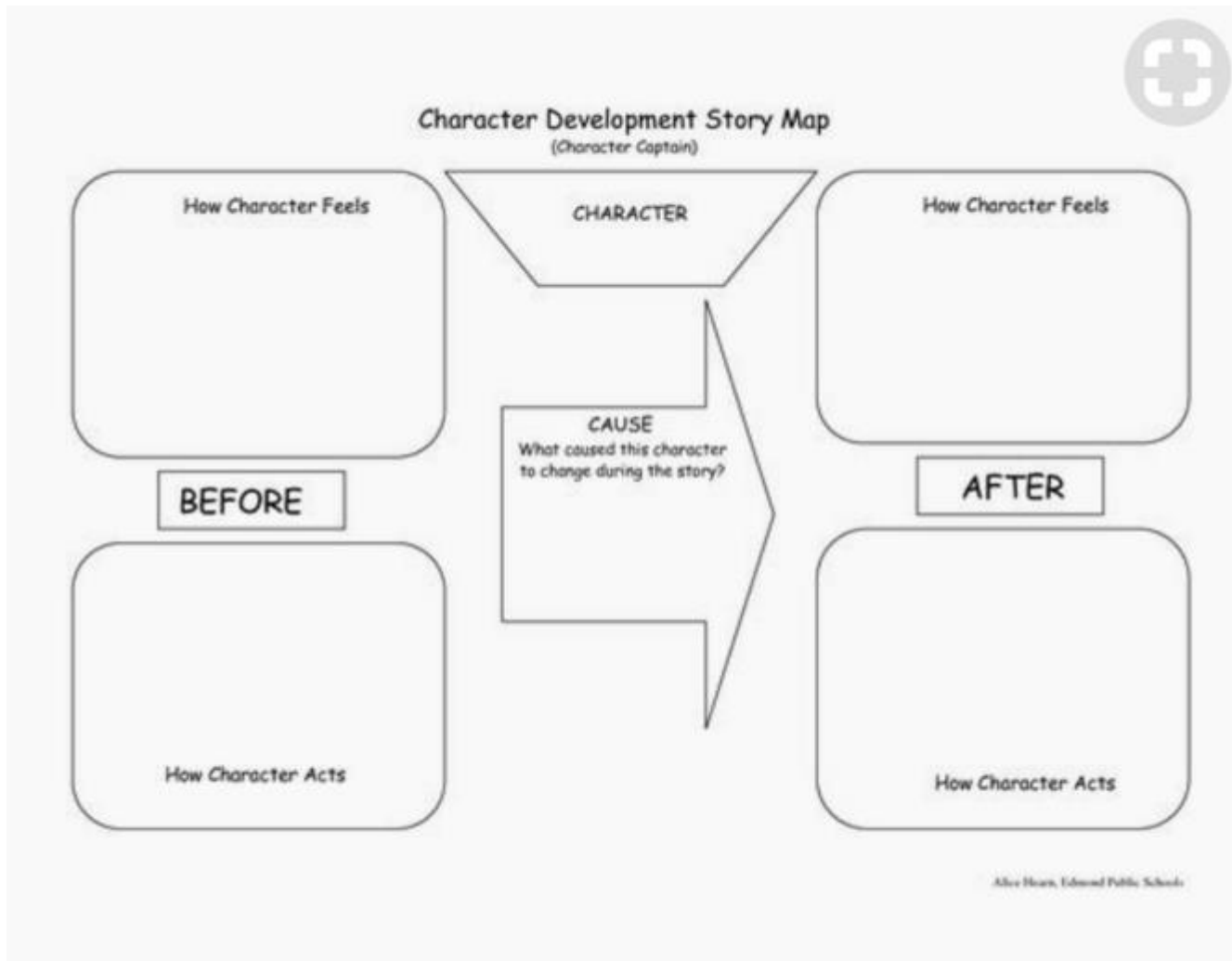
FINDING POINT X: WHERE DO YOU WANT TO TAKE YOUR LISTENER?

What do you want the audience to DO?

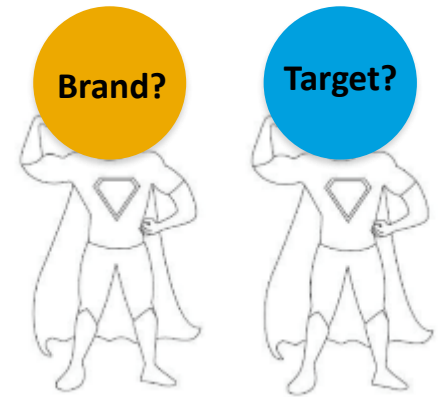
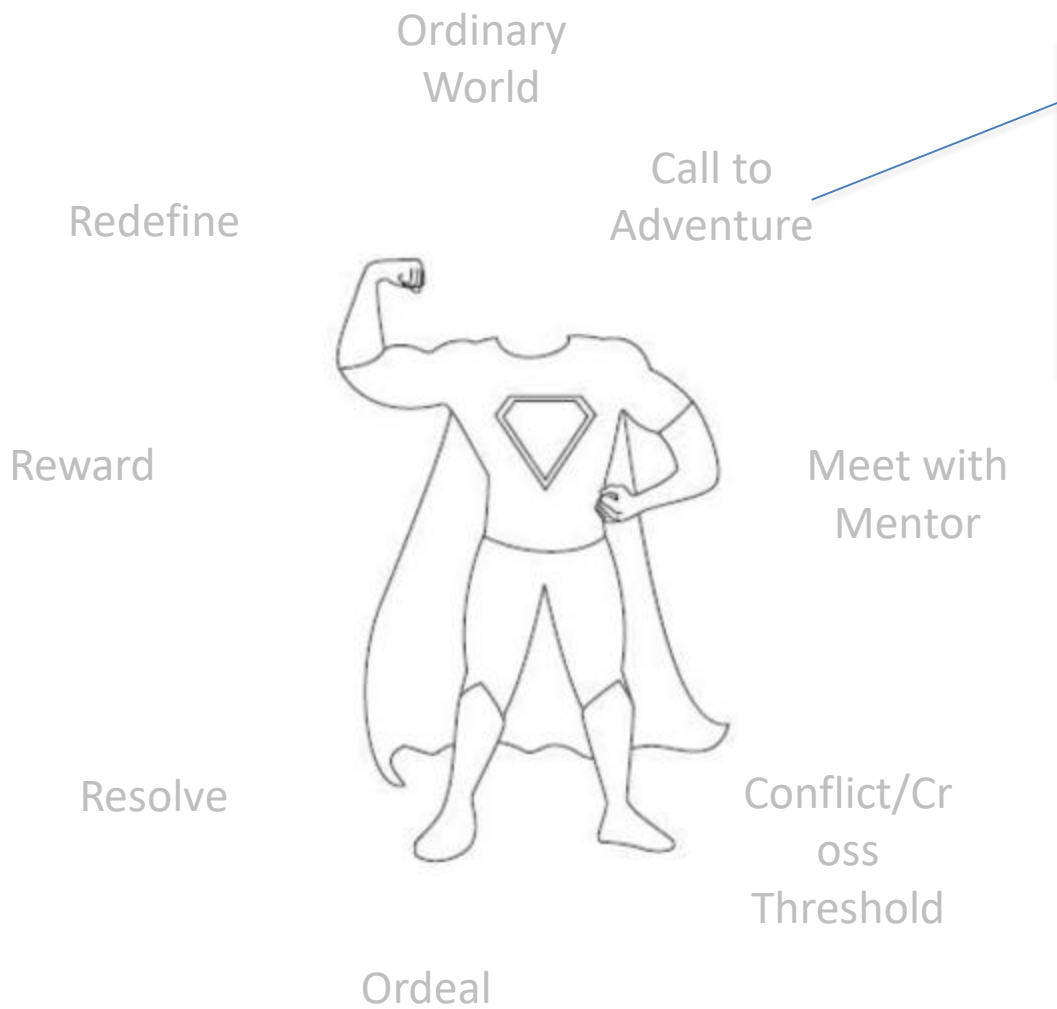
- Like you
- See things in a new way
- Buy your product



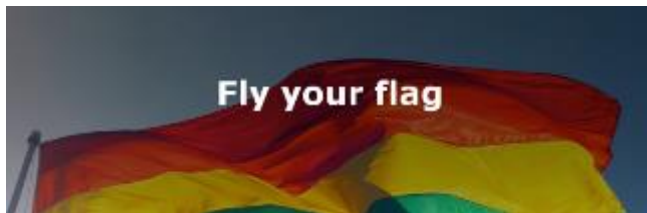
STORYTELLING TEMPLATE



HERO'S JOURNEY TEMPLATE



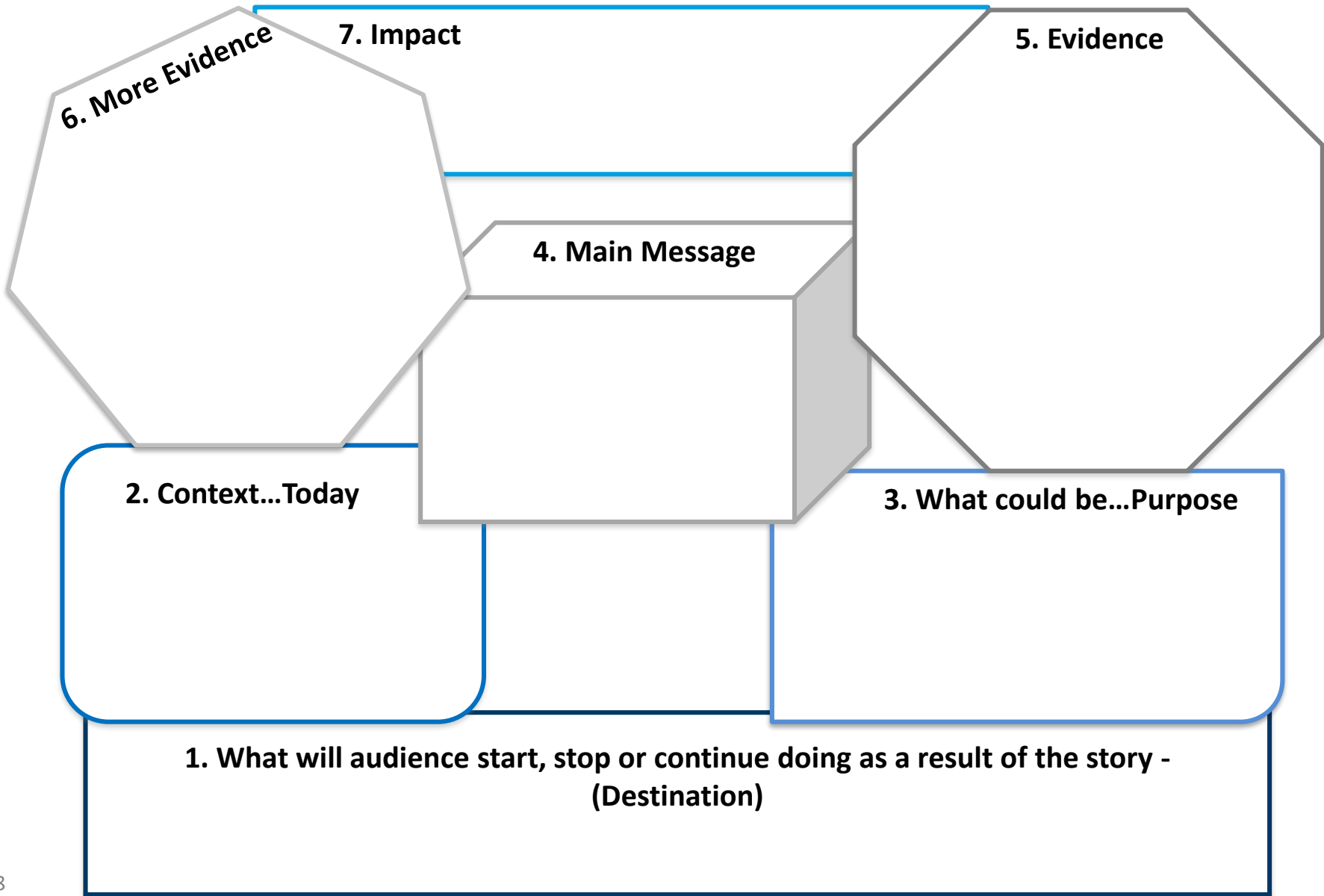
RE-ENGAGING, MOTIVATING AND INSPIRING CONSUMERS

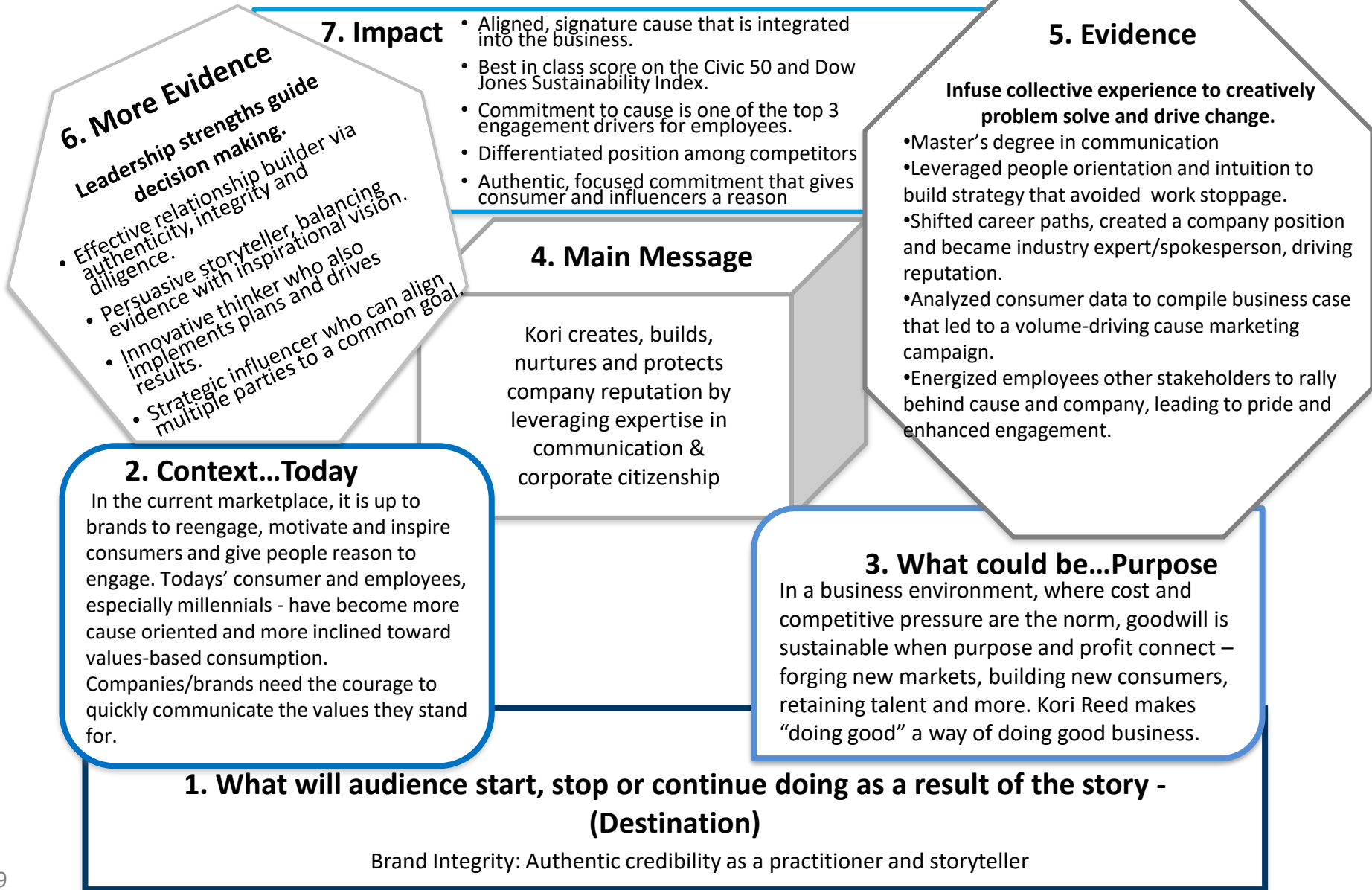


- Up to brands to reinvigorate the market and give people reason to engage
- Lead the way
- Consumers are more cause oriented and more inclined toward values-based consumption
- No longer a safe bet to be on the sidelines of a social issue
- Courage to quickly communicate the values they stand for

Storytelling creates shared value

STORYTELLING TEMPLATE







EXAMPLES - VISUALS

EXAMPLE - AUTHENTICITY



Since 1993, the Foundation has invested more than \$60 million in programs that fight child hunger on a local and national level.



Since 2009, ConAgra Foods' brands join the fight to end child hunger!



Fighting child hunger, one child, one meal, one champion at a time.

Aspiration: By 2017, we have helped more kids flourish, and packaged what we have learned to make a difference in other communities.

In 2013, we created a plan to put the Here in Child Hunger Ends Here, working in collaboration with community partners.



EXAMPLE - AUTHENTICITY



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In 2009, we created the first... to put... in Child Hunger Ends Here... work... collabor... with... community partners.

And the results are... (Over 3 years)

- The percentage of households with very low food security has decreased (41% \rightarrow 33%)
- The percentage of households with high food security has increased (15% \rightarrow 19%)

WORKING TOGETHER

TO SOLVE CHILD HUNGER WITH MEALS & MORE

ConAgra
Foods
Food you love

MISSION

To improve the quality of life of millions of families by taking action to solve child hunger.

ConAgra
Foods
Foundation
nourish
today
flourish
tomorrow

FEEDING
KIDS

EMPOWERING
FAMILIES

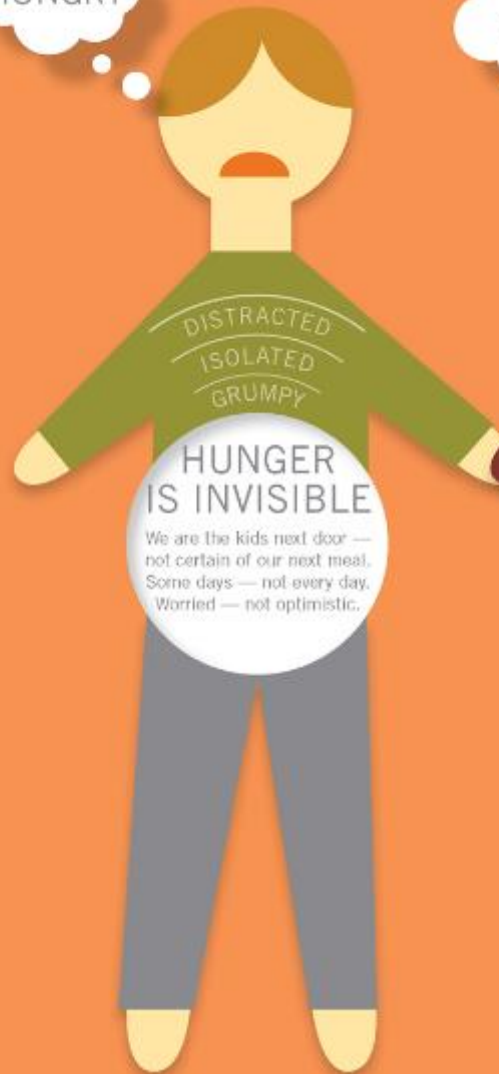
PURSuing
SOLUTIONS

FEEDING KIDS

Families thrive when children are well-nourished and happy. Providing food and meals when kids are out of school is critical — before and after school, on weekends and in the summer.



HUNGRY



HOPE



EMPOWERING FAMILIES

Children and families thrive when households are empowered to make choices that work for them. This happens when they are supported to understand food and nutrition and how to stretch their resources to prepare nourishing, affordable meals.



FAMILIES LEARN:

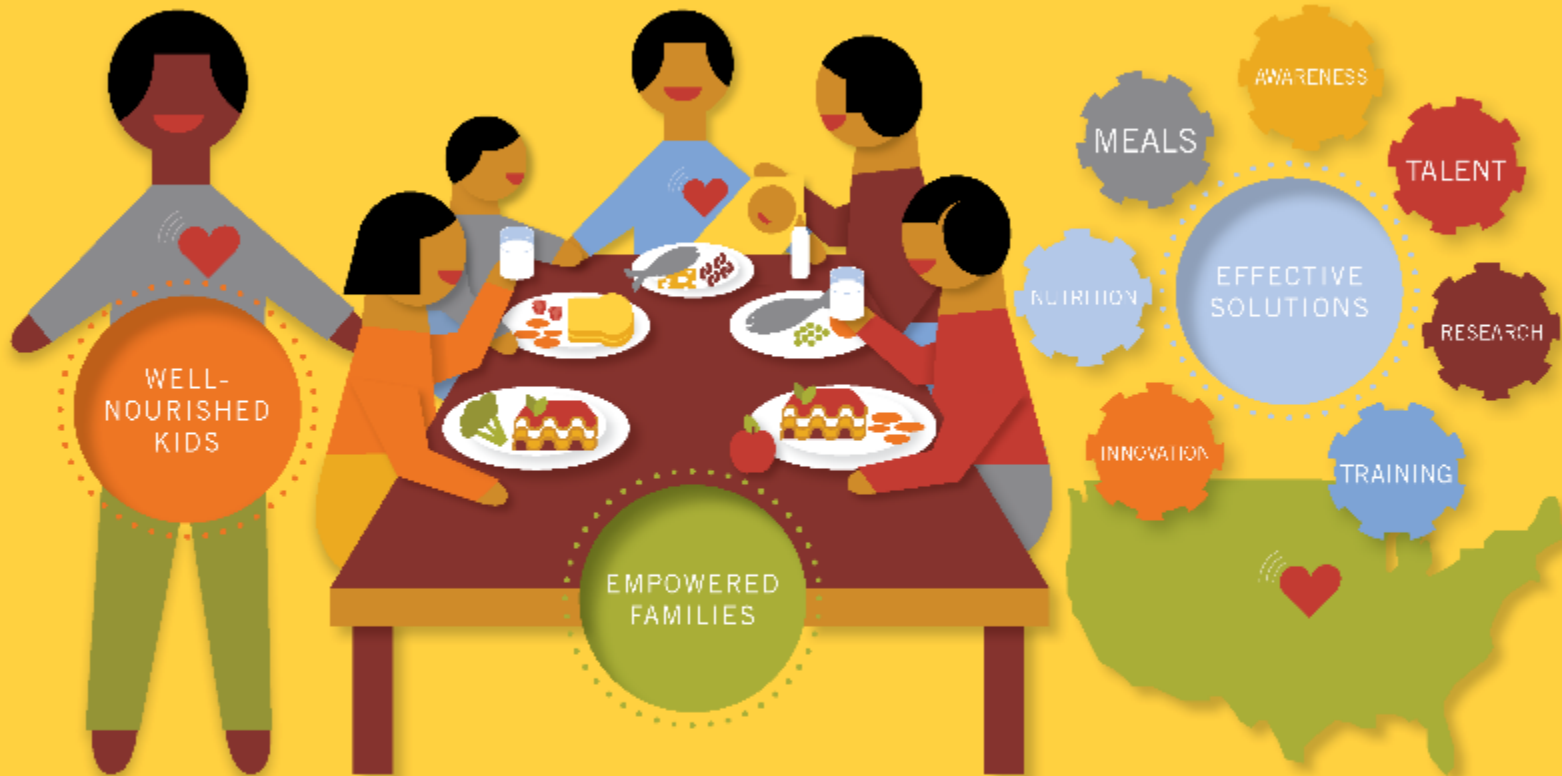
- BUDGETING
- PLANNING
- SHOPPING
- COOKING
- RECIPES
- NUTRITION
- DIETARY VARIETY
- PORTION CONTROL
- FOOD SAFETY

PURSUING SOLUTIONS

Children and families thrive when effective solutions are found. That is why we invest in research and test new ideas to understand what works, as well as inspiring ourselves, communities and others to take action.



mission TO IMPROVE THE QUALITY OF LIFE OF MILLIONS OF FAMILIES BY TAKING ACTION TO SOLVE HUNGER



IN SUMMARY

- **Features/Numbers Tell, Stories Sell**
 - Target Audience Insights
 - Go to Market Brief
 - Destination Planner
 - Where do you want the audience to go, say, do?
 - Borrow tools from peers in other areas of the business
- **Authentic actions**, backed by an **integrated** view
- Storytelling **templates** help include all the elements
- **Visuals**: Infographics and badges/icon help bring it to life

KORI'S FAVORITE STORY





Questions?

Sign up for our newsletter, Social Strategist at:
www.changingourworld.com/social-strategist

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ANDREW STANTON

WALL-E, Finding Nemo, Toy Story, A Bug's Life

- Stories – **make me care!**
- A promise that it will be **worth my time**
- Audience wants to work for a meal, but **doesn't want to know they were working** for the meal
- **All well drawn characters have a spine**
 - Itch they can't scratch
 - WALL-E: find beauty
 - Father Marlin in Finding Nemo: prevent harm
- Drama is **anticipation mingled with uncertainty**
- Can you **invoke wonder**...what could have been?