

CECP CASE STUDY SUBMISSION GUIDELINES



As part of CECP's ongoing efforts to share best practices and examples of successful community engagement programs with CECP member companies and the media, CECP case studies highlight initiatives that represent the best-of-the-best in societal investment. Case studies will be shared on CECP's website, distributed through CECP's social media outlets, and included in targeted media outreach to business and philanthropy journalists.

To participate, please send an email to Sara Adams at sadams@cecp.co with the subject "CECP Case Study" that includes:

1. A press-ready overview of up to 750 words describing the program or initiative that you would like to highlight and how it connects to each of CECP's pillars of excellence: CEO leadership, Innovation, Measurement & Impact, and Partnership, Integration into the Business, and Long-Term View.

Suggested word count guidelines:

- Signature program description – 100 words
- CEO leadership – 100 words
- Innovation – 150 words
- Measurement & Impact – 150 words
- Partnership – 150 words
- Integration into the Business – 50 words
- Long-Term View – 50 words

2. Link to corporate webpage on highlighted program or related page(s)

DEADLINE: Case study submissions will be reviewed on a rolling basis.

Thank you for your submission. We look forward to celebrating your creative approach to addressing societal challenges.