

# A Guide to Social Scorecards

The 10 **essential measures** to internally sum up the value of creating a *better world through business*



$$\frac{\text{SOCIAL VALUE \& BUSINESS VALUE}}{\text{SOCIAL SPEND}} =$$

Companies can track their result year over year to assess and compare progress.

SOCIAL SPEND	2015	2014	BENCHMARK	LONG-TERM GOAL
1 Total Giving				CECP has collected Total Giving data for 15 years. CECP is piloting data collection on "Good Beyond Giving" this year. The example sub-point (e.g., 1.a) received top practitioner votes. They can be customized based on the company and CEO's priorities.
1.a. Breakdown Total Giving: Cash and Non-Cash				
2 Total "Good Beyond Giving"				
2.a Employee Giving: Participation Rate				
2.b. Employee Volunteering: Participation Rate				
<b>TOTAL SOCIAL SPEND</b>				

SOCIAL VALUE	2015	2014	BENCHMARK	LONG-TERM GOAL
<b>Quantitative</b>				Most departments' primary goals are social results although they remain more difficult to summarize and quantify. Forcing a "Total" line in this section would be contrary to best practice. That said, there are cases where social results can reasonably estimate a dollar value. Example benchmarks could be the people reached by a marketing effort (internal) or government data (external).
3 Exemplary signature program's success metric				
4 Social value metric from partner organizations				
<b>Qualitative</b>				
5 Department's contribution to company's broader purpose				
6 Compelling Story of Impact from Total Giving				
7 Compelling Story of Impact from Employee Donations & Volunteering				

BUSINESS VALUE	2015	2014	BENCHMARK	AND EXPLANATION
8 Employee Engagement Effect				Business results have higher likelihood of being assessed in monetary terms. The three sections are ordered by feasibility of measurement. Two common examples are shown for each. Measuring business value requires collaboration with Human Resources, Marketing and Communications, and others who may hold ownership and responsibility for the measurement of the value.
■ \$ saved on retention				
■ \$ value of increased employee engagement score				
9 Brand Reputation Effect				
■ \$ value of increased views or impressions				
■ \$ value, internal measure of brand value				
10 Increased Revenue and/or Reduced Expense				
■ \$ sales driven by new market access				
■ \$ saved in mitigated risks				
<b>TOTAL BUSINESS VALUE</b>				

CECP's Social Scorecard is an ambitious framework. Leading companies, we've found, can already fill out their versions of the lines on this Scorecard. For most companies, there is work to do. CECP's next step is to develop supporting tools. Practitioners in CECP's network can use these tools to catalyze their internal measurement and evaluation process.

The Social Scorecard supports the CSR Head and CEO conversation (Ch. 2) in CECP's **Measuring the Value** (2010).