



Strategic Volunteering, CSR and Corporate Philanthropy: 21 Resources

Strategic Volunteering

- <http://strategicvolunteering.blogspot.com/>
- <https://www.facebook.com/StrategicVolunteering>
- <http://www.pointsoflight.org/blog/2011/05/31/why-strategic-volunteering>
- <http://thenonprofitcareercoach.org/strategic-volunteering-your-guaranteed-roi>
- <http://talismantol.com/2009/06/08/strategic-volunteering/>
- <http://www.triplepundit.com/2011/06/community-engagement/>

Millennials and Volunteering

- <http://blogs.volunteermatch.org/engagingvolunteers/2012/06/13/how-engaging-millennial-volunteers-will-improve-your-whole-organization/>
- <http://www.volunteeringinamerica.gov/special/Millennials>
- <http://handsonblog.org/tag/millennial-volunteers/>
- <http://blog.linkedin.com/2013/04/24/more-than-one-million-linkedin-members-add-volunteer-causes-section-to-their-profile/>

ROI of CSR and Corporate Philanthropy

- <http://business.financialpost.com/2013/01/29/calculating-the-roi-of-corporate-social-responsibility/>
- <http://www.trueimpact.com/blog/?Tag=Measuring%20social%20return%20on%20investment>
- <http://impact.webershandwick.com/?q=csr-and-roi-getting-roi-doing-good>
- <http://dimbulb.typepad.com/files/what-matters.pdf>
- <http://www.shrm.org/hrdisciplines/ethics/articles/Pages/ROICompaniesSeeFinancialBenefitInCSRPrograms.aspx>
- <https://www4.gsb.columbia.edu/ideasatwork/feature/134242/The+ROI+of+CSR>
- <http://cecp.co/research/thought-leadership/research-reports/measuring-the-value.html>
- <http://www.worldwideerc.org/Resources/MOBILITYarticles/Pages/0410-Coleman.aspx>

Books

- *Strategic Volunteering: 50 ingredients to transform your life and career*, by Mark McCurdy (2010)
- *The Business of Changing the World: Twenty Great Leaders on Strategic Corporate Philanthropy*, by Marc Benioff and Carlye Adler (2007)
- *Good Works!: Marketing and Corporate Initiatives that Build a Better World...and the Bottom Line*, by Philip Kotler, David Hessekiel, and Nancy Lee (2012)

Resources courtesy of:

Karen Love | Director, Practice Growth | Pannell Kerr Forster of Texas, P.C.
5847 San Felipe, Ste.2400 | Houston, Texas 77057
KLove@PKFTexas.com | Ph: 713-860-1459 | Cell: 713-598-8264
LinkedIn - www.linkedin.com/in/pkftexas/karenlove | Twitter - www.twitter.com/KarenLovesHOU