



How to use CSR to authentically grow engagement at your next event

Congratulations on choosing to include a CSR activity within your next event! You clearly understand that while this is a wonderful thing to do for charity and your community, it will also lead to the best levels of engagement that you and your delegates have ever experienced!

To make sure you maximise your engagement opportunities, we've pulled together this short but very sweet guide, to maximising your engagement through CSR.

1. Before the Event

- Choose a CSR activity that works with the space available and is a good fit with your business. Our most popular Expo CSR activities are Charity Bike Build and our OnBoard skateboard activity, which can work in a smaller space.
- Start to create a community around your event.
- Tell delegates what CSR activity you will be doing on the day, who it's for (the Charity), and who will benefit from taking part in your activity (the people/children supported by the charity)
- Point out the positive impact that 5 minutes of their time will have
- Create your own event #tag. If you're part of a bigger event, then start using theirs as well!
- Build interest, enthusiasm and engagement across social media channels and a targeted newsletter or email.
- Encourage sharing of your posts on social media, through innovative #tags, competitions or promotions, e.g. if you're building skateboards through our #onboard CSR challenge, perhaps you'll donate an extra skateboard if you can get xx number of shares.



2. During the Event

- Repeat all of the above! Keep the social media energy up – sharing pictures and video of the CSR activity in action!
- Video delegates to get their feedback & share on FB Live or Insta stories
- Encourage delegates to share their own photos of their painted skateboards or assembled bikes etc, using your #tags – ask that they tag a friend or colleague, who should come along and join in!
- Consider offering a prize for the picture with the most ‘likes’ on your #tag feed by 5pm – keep the prize community minded. For example, if you’re building skateboards – offer the winner their own skateboard to donate to a charity of their choice!
- Capture names and emails, to be able to forward photos and a thank you from the charity!

3. Post Event

- Thank you, thank you, thank you – Use email but also make the most of social media - thank the venue, thank the delegates, thank the charity, thank the event organisers. Use all of the #tags for event and venue
- Share your ‘story’ – for example, how many skateboards or bikes were built, how many delegates helped, quotes from people on the day, quotes from the charity
- Create a beautiful follow-up newsletter to send thanks to everyone who participated in your challenge. Ideally include photos and feedback from the charity you supported
- At the bottom of your newsletter, offer the chance to remain in touch with you, by including a ‘sign-up/subscribe’ link at the bottom of your message
- Remember to adhere with GDPR when managing your data.
- Create a beautiful case-study of your event to show-case your awesomeness!

Good Luck an Enjoy!