

CHARLOTTE



BOBCATS

Memorandum

To: Tiffany Gallicano
From: Bethany Collins
Re: CSR Proposal
Date: Feb. 1, 2023

I am proposing a corporate social responsibility (CSR) program titled "Home Runs for Homes" to help our customer community while contributing to several of our goals:

- Raise awareness of the team
- Inspire fan loyalty
- Increase game day attendance
- Strengthen employee morale

The program would involve raising awareness about our team and the importance of funding housing projects for underprivileged families in need.

This initiative lends itself to raising awareness because this is a cause that our community cares about, and we can highlight the homelessness crisis we have in Charlotte through the Mecklenburg Housing Data. Furthermore, CSR programs have been proven to be beneficial to companies, according to the data from Grand Canyon University.

We can form a collaboration with Habitat for Humanity and create a positive impact in our local area. We could also partner with local news organizations to announce how many home runs were made for a specific game and how many houses are being built. We could also do small segments about the families that we are helping.

The awareness campaign would include local and national media outreach (i.e., broadcast, print, and online), as well as social media advertisements targeted to our fans. We will also announce "Home Runs for Homes" every time a home run is made by our team at games and also on our Twitter account. Furthermore, we could make spotlight posts on our social media about the families we are helping.

We can have players engage in fundraising by sharing a fundraising link on their social media for fans to donate to. In addition to players engaging in the fundraising for "Home Runs for Homes," we would donate a portion of our revenue from home games to go towards the building of homes. I look forward to meeting with you in the next couple of weeks to discuss this further. I will follow up in a few days to schedule a meeting.