



Cannabis Doing Good.

Making the right thing the easy thing:
Social Responsibility for your Cannabusiness

Get To Know US



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The Agenda

- Why be purpose driven?
- What is Cannabis Social Responsibility?
- Why should companies do CSR?
- How does marketing tie your CSR together?
- Examples from the field
- Getting started



Why Do Good

- Retain and engage employees
- Build loyal customers and brand ambassadors
- Win licenses for merit-based applications
- Earn community support



175%

Brand value growth (for those brands with high perceived positive impact) versus 86% for medium positive impact and 70% for low positive impact

[The Kantar Purpose Study 2020](#)

Employees Commit to Purpose

- **Purpose-driven companies had 40% higher levels of workforce retention** than their competitors
- **Turnover dropped by an average of 57% in the employee group most deeply connected** to their companies' giving and volunteering efforts.
- **64% of Millennials won't take a job if their employee doesn't have a strong CSR policy**
- **83% would be more loyal to a company** that facilitates contributions to social and environmental efforts (vs. 70% U.S. average)



55%

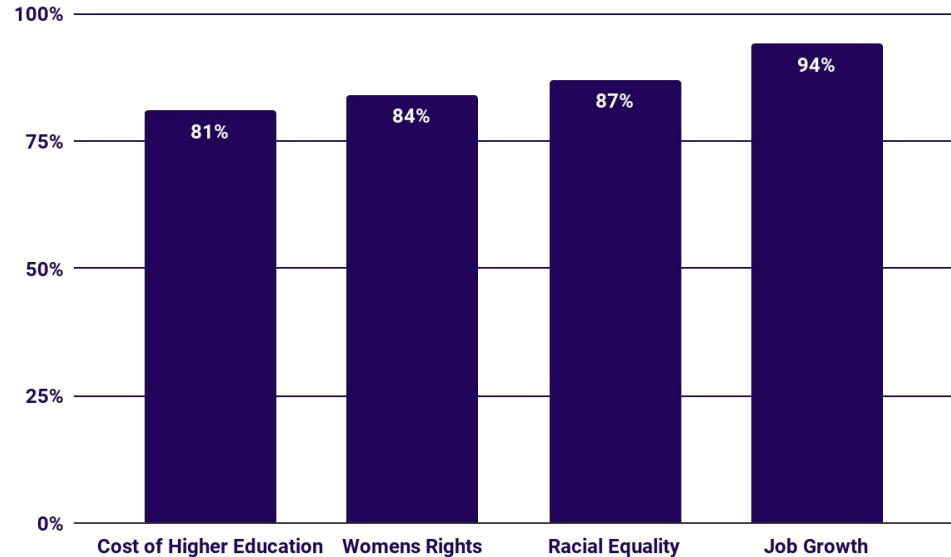
of potential employees would work for a socially responsible company, even if the salary were lower.

-Source: [Cone Communications Study](#)

Consumers Influence With Dollars

- **90%** of shoppers are likely to switch to brands that support a good cause, given similar price and quality.
- **87%** will purchase a product because a company advocated for an issue they care about.
- **80%** of Americans report stronger loyalty to purpose-driven brands.
- **76%** will refuse to purchase a company's products or services upon learning it supported an issue contrary to their beliefs.

The top four issues indicated by consumers are:



Social Impact Plans Win Licenses

- Majority of municipalities require a **merit-based** application process.
- **Community enrichment** is often a crucial component of a license application.



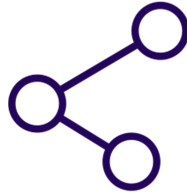
Cannabis Social Responsibility

What is it:



Community engagement, staff engagement, equity/justice and environmental stewardship initiatives

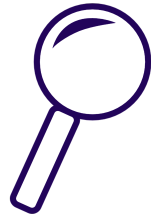
Why We Do It:



To make the right thing, the easy thing, showcase business value, and to benefit communities.

What It Looks

Like:



Emergency relief efforts, community advocacy, volunteer programs, nonprofit participation, sustainable packaging, co-branded products, equitable hiring, etc.,

What It Isn't

Shoes for Dogs!

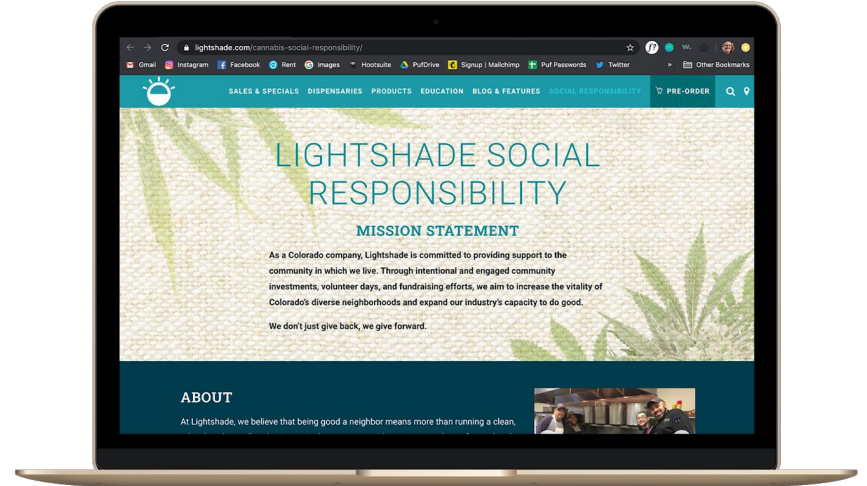
One-Off Donation Drives

Community Outreach
without community



Website

Your website is the foundation of your marketing platform. It'd be best practice to host information about your CSR program on your site. The best way to do this is by having a dedicated page to your CSR program.



<https://lightshade.com/cannabis-social-responsibility/>

Ongoing CSR Campaigns

Having a page that's updated about your CSR program on the website is great, but how do you consistently raise brand awareness around your campaign?

- **Social Media:** Social media is a great tool to communicate your CSR efforts. CSR content is a great way to balance out your social media pages. For example, it'd be good practice for a cannabis concentrate company to post product, lifestyle, educational and CSR content.
- **Newsletter:** Your newsletter is also a great place to communication your CSR efforts. It'd be great to have a dedicated section or even better yet, a dedicated newsletter around tour CSR.
- **Blog:** A blog is another great place on the website to keep people up to date with your CSR efforts. Pairing it with the dedicated CSR page gives your social media and newsletter different landing pages for the call to actions in each campaign to keep your CSR content fresh.

Ongoing CSR Campaigns cont.

- **Photo and Video:** Having high quality photo and video of your CSR in action is great content to put on your site, social, newsletter and blog. It's more impactful when folks see your program in action. For example, it'd be great to have a dispensary owner talk about their CSR program on a video that's used on the site, social media and newsletter.
- **Marketing Materials:** It's great to have subtle info about your CSR on your marketing materials (sales decks, flyers, packaging, etc.) This way you're creating an alignment with your CSR throughout your entire program and creating not only digital, but physical awareness as well.

Risk Management

When marketing CSR efforts, it's best to collaborate with social responsibility professionals like **kindColorado**. There's a lot of gray area and sensitivity around mixing cannabis with community and nonprofits. Having safe, consistent and mindful messaging is key to the success of a CSR program.



Trust

By properly communicating your CSR program through your marketing, you'll build trust with your staff, customers, and community. It provides a sense of purpose for all stakeholders of your project which helps reach goals and continue to do good!



The Good Stuff



Keep It Simple!

- Community efforts you can join?
- Community partners, or perspective partners you can work with?
- What does your staff need?
- Vendors you can invite to participate?
- Events (virtual for now)



#JUSTICEFORFLOYD



Cannabis Doing Good.

7 Steps for Getting the Good Going

Discover

- Determine if there is an existing effort that your company cares about.
 - If not, are there things your leadership are participating in personally? What about staff?
 - Review original branding and mission docs.
- Understand your brand archetype, voice, values to guide your CSR potential.

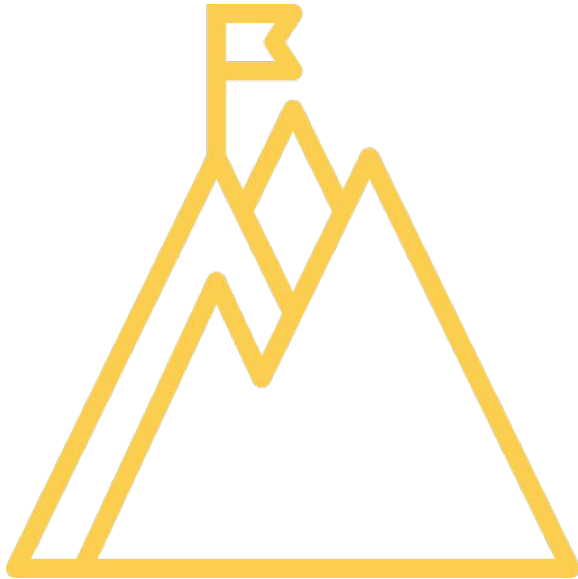


Gather

- Survey staff to determine what they care about.
 - Be sure this aligns with parameters established by owners and CEOs.
- Survey existing nonprofit partners (if applicable) to be understand success and challenges of your relationship. Understand impact and opportunities.



Elevate



- Develop a narrative around company and staff vision and passion. Weave into your brand voice and use it to compliment the company mission.
- This narrative helps when courting community/nonprofit partners, supports external marketing efforts, and internal communications.
- This narrative is foundational to who you are, what you stand for, and how you'll achieve impact.

Ask

- Find nonprofit partners that align with values/mission
 - Look for organizations who do what you are interested in (ex. hunger, homelessness, justice/equity).
 - Local will likely be more willing to work with you than national orgs
- Already have CSR?
 - Reach out to existing partners to understand how you can deepen that relationship



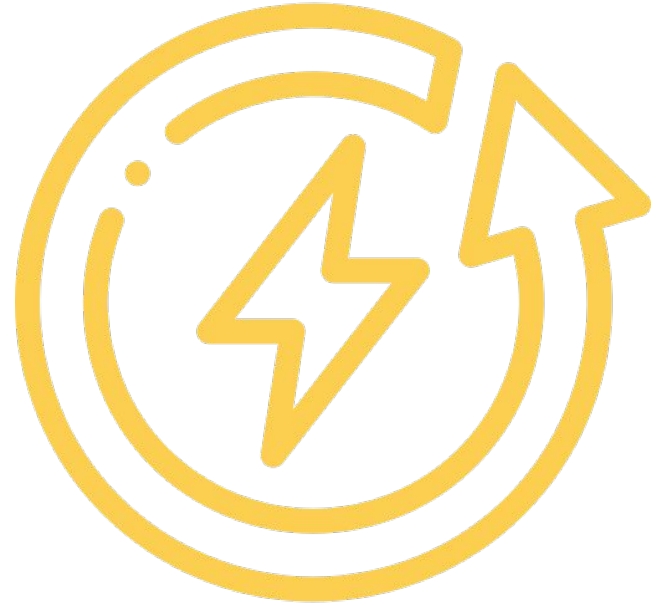
Amplify



- Create space on your newsletter, website and social media calendar to:
 - Announce CSR Program (values first)
 - Introduce your Partner
 - Showcase efforts and impact
- If you are retail, considering putting up a poster or digital content in your lobby.
- If you are a brand, consider digital storytelling
- If you are ancillary, consider PR and blog posts

Activate

- Consider a donation drive, blog post series discussing nonprofit's mission, social media campaign that highlights the greatest area of need, digital giving effort or round-up program, board participation, getting other cannabis partners to support, etc.
- Co-branded product can be a stretch due to initial costs, but a great way to contribute in an ongoing way.



Measure



- Choose metrics that your nonprofit/community partner is already measuring. Understand how your effort supports their mission.
 - Ex: \$100 buys food and clothes for a family of 4.
- Consider a CSR Annual Report to share with staff, customers, employees and nonprofit partners.

Resources + Support



**Cannabis
For Change.**

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