



PLEDGE FORM

Thriving Petoskey is an initiative of the Petoskey Chamber to build Thriving Communities through positive business practices. Whether you call it Conscious Business, Conscious Capitalism, Corporate Social Responsibility, or Triple Bottom Line, the chamber believes our communities can be strengthened by businesses and organizations doing better things.

The goal of Thriving Petoskey is to have 15% of the chamber’s membership actively engaged in Conscious Business Practices by the end of 2018. Help us reach our goal by signing the Thriving Petoskey Pledge Form to commit your business or organization to advancing its corporate social responsibility efforts. Please review the 15 pledge points on this form and check your status with each point. To assist you on your Conscious Business journey, look for the *Thriving Petoskey Tool Kit* at www.petoskeychamber.com/thriving-petoskey. The Tool Kit provides a better understanding of concepts and helps you with ideas on how to perform as a more Socially Conscious business.

THE PLEDGE

_____ pledges to be actively engaged in the Thriving
(Business/Organization)

Petoskey initiative in 2018 by advancing our Corporate Social Responsibility efforts in the following categories (**please check your organization’s level of engagement on each of the 15 pledge points**):

PURPOSE:

1. Our organization will (or already has) establish(ed) a Statement of ‘Purpose Beyond Profits’ that identifies the reason our organization exists beyond its bottom line.

This can be a single purpose that is embraced by all in your organization and becomes a focus for the work that you do. Some examples might include:

- Providing an enriching work experience for our staff
- Providing the world’s best service experience for your clients
- Making positive changes to our environment (i.e. water quality, energy usage, waste reduction, etc.)
- Supporting community causes (i.e. youth, schools, culture, history, human needs, etc.)
- Supporting world causes

_____ Done _____ In Progress _____ We will work on this _____ Not likely to pursue

If your purpose is already established, state it here: _____

LEADERSHIP:

2. Our organization has, or will have a person or a team of people who will lead our corporate social responsibility efforts (this can be the organization's leader)

_____ Done _____ In Progress _____ We will work on this _____ Not likely to pursue

3. Our organization has, or will commit to having its leadership team learn more about the Conscious Business movement by attending seminars, viewing webinars, reading publications, reading books, utilizing the Thriving Petoskey Tool Kit and/or reviewing web sites. (Many of these resources are available through the Petoskey Chamber or in the Thriving Petoskey section of the Petoskey District Library.)

_____ Done _____ In Progress _____ We will work on this _____ Not likely to pursue

CULTURE:

4. Our employees know, or will know the purpose of our organization, and will be actively engaged in striving for that purpose.

_____ Done _____ In Progress _____ We will work on this _____ Not likely to pursue

5. Our employees work, or will work in a physically and emotionally safe environment where they feel trusted and valued, and where their ideas and suggestions are considered and appreciated.

_____ Done _____ In Progress _____ We will work on this _____ Not likely to pursue

EMPLOYEES:

6. Our organization will attempt (or has attempted) to enrich the lives of our employees by looking for opportunities to increase wages and/or increase benefit options and/or offer bonuses, rewards, or incentives.

_____ Done _____ In Progress _____ We will work on this _____ Not likely to pursue

7. Our organization will attempt (has attempted) to help our employees find a better work-life balance by offering flexible hours, and/or work from home opportunities, and/or offering a reasonable number of sick/personal days.

_____ Done _____ In Progress _____ We will work on this _____ Not likely to pursue

CUSTOMERS:

8. Our organization has/will seek customer service training for members of our organization through in-house programs, Hospitality the Little Traverse Way, Webinars, or other sources.

_____ Done _____ In Progress _____ We will work on this _____ Not likely to pursue

9. Our organization has/will review our customer service policies and practices to find new ways to enhance our customer's experience.

_____ Done _____ In Progress _____ We will work on this _____ Not likely to pursue

SUPPLIERS/PARTNERS:

10. Our organization will seek ways to create value and show appreciation to those organizations who are suppliers or partners of our work.

_____ Done _____ In Progress _____ We will work on this _____ Not likely to pursue

11. When possible, we will seek opportunities to use suppliers or partners who are also engaged in Conscious Business Practices.

_____ Done _____ In Progress _____ We will work on this _____ Not likely to pursue

COMMUNITY:

12. Our organization will designate a certain percentage of our profits to area organizations or causes. This can be done through financial or in-kind contributions.

_____ Done _____ In Progress _____ We will work on this _____ Not likely to pursue

13. Our organization will encourage and/or support our employees' volunteer engagement in the community.

_____ Done _____ In Progress _____ We will work on this _____ Not likely to pursue

14. Our organization will seek opportunities to offer volunteer support, companywide, to a local cause or event.

_____ Done _____ In Progress _____ We will work on this _____ Not likely to pursue

ENVIRONMENT:

15. Our organization (has, or) will review the environmental impact of our business/organization and will develop a plan to reduce any negative impacts.

_____ Done _____ In Progress _____ We will work on this _____ Not likely to pursue

Please sign the pledge form, and then ask an employee of your organization to co-sign as a way to affirm your organization’s commitment to Thriving Petoskey. Return the form via US Mail, Fax, or email to the contact information below.

Signature of Owner/Manager

Date

Print Name

Title

Co-signed by (Signature of Employee)

Date

Print Name

Title

List Key Contact for Thriving Petoskey Communications:

Name: _____ Title: _____

Email Address: _____ Phone: _____

Business/Organization Address: _____

_____ Yes, you can share our organization’s name as pledging to engage in Conscious Business Practices

_____ We will pledge to engage in Conscious Business Practices, but we prefer to remain anonymous

Return Pledge Form to:

The Petoskey Chamber
401 E. Mitchell St., Petoskey, MI 49770
FAX: 231-348-1810
Email: carlin@petoskeychamber.com