Own your day. Master your craft.
Consumers continue to demand action

Companies who don't leverage Social Impact to serve their competitive advantage will fall behind.

77% of consumers are motivated to purchase from companies committed to making the world a better place.

97% of Gen Z expect companies to address urgent and social environmental issues.

70% of Americans believe it's either "somewhat" or "very important" for companies to make the world a better place.

37% of investors state that efforts to improve society and the environment contribute to their investment decisions.

41% of millennial investors put a significant amount of effort into understanding a company's Corporate Social Impact practices, compared to 27% of Gen X and 16% of baby boomers.

Source: Harvard Business School Online (2021)
Employees want and need purpose

93% of employees believe companies must lead with purpose.

88% believe it’s no longer acceptable for companies to make money at the expense of society at large.

95% of employees believe businesses should benefit all stakeholders (employees, customers, suppliers, communities) – not just shareholders.

70% of employees say they wouldn’t work for a company without a strong purpose. In fact, 60% would take a pay cut to work at a purpose-driven company.

Companies are stepping up

90% of companies on the S&P 500 index published a CSR report in 2019, compared to just 20% in 2011.¹

Since 2019

54% increase

74% increase

In 2021, there was a 74% increase in CSR jobs since 2020 (54% increase from 2019, pre-pandemic)²

In 2022, talent shortages are at a 10-year high.³

When it’s most critical to deliver, and the call for Social Impact professionals is at an all-time high, we are experiencing a talent shortage.

The Problem

- Social Impact practitioners are often time-constrained – even in large companies, they operate alone or in small teams.
- CSR budgets can be limited, making it difficult to build or evolve programs.
- The industry is quickly evolving, and practitioners need help keeping up.

The Solution

- Increase the capacity and competency of Social Impact teams.
- Increase the value of time and money to make the most of budgets.
- Stay competitive by keeping abreast of industry evolutions and best practice.

Social REV is where social impact professionals come to get the job done and become the best at what they do.

WHY REALIZED WORTH AND SOCIAL REV?

One thing is clear: working in corporate social impact is hard and becoming more business critical all the time. But what if we told you that you could eliminate all of your program frustrations?

That you could have intrinsically motivated employee volunteers at all levels who share your vision, communicate with each other, solve their own problems, and demonstrate accountability? That you could deputize your team with the tools they need to get their job done – better, faster, smarter? And that your programs could not only run seamlessly, but also have the potential to scale up as large as you see fit? We are telling you that, and you can. With Social REV, you have everything you need to achieve those changes – with the level of support from our team that suits you best.

Backstage is the platform that powers it all and provides ongoing access to hundreds of practical resources.
We’re not just about sharing knowledge, building community, or training teams – we’re about getting results. Realized Worth is the only agency offering unrestricted access to practical, ready-made resources to make achieving corporate social impact easier and more effective.

Social REV is not just another tech solution or flavor-of-the-month resource. It’s based on real-world experience, long-standing research, and practical wisdom. Informed by nearly 15 years of working with some of world’s the most notable companies, Social REV is the ultimate resource to elevate you and your team.

Social REV is designed with you in mind. Your challenges are our challenges. So, if you’re ready to save time, money, or headache in your day-to-day; and if you’re ready to build upon and excel in your career – look no further than Social REV.

Check out the story behind Social REV!

**Agents & Experts**

**REV Agents** guide you in getting the most out of Social REV and Backstage, and connect you with REV Experts.

**REV Experts** inform and create everything you find on Backstage. If you’re an All Access VIP pass holder, call them as often as you’d like for support.
Only get the access you need.

## SOCIAL REV PASSES AND PRICING

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<tr>
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<th>GROUP SEAT BACKSTAGE PASS</th>
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*Price valid only for the first year (2022-2023) and subject to change by RW.
2022 BACKSTAGE ROADMAP

SOCIAL IMPACT 101

COURSES
Social Impact 101

TOOLS & TEMPLATES
Social Impact Professional Toolkit

ASSESS AND EVALUATE

PROCESS GUIDES
Guide: Program Assessment Workbook: Program Assessment Guide: Employee Audit

TOOLS & TEMPLATES
Employee Audit Survey Employee Audit Survey Email Invite Employee Audit Interview Guide (Employees) Employee Audit Interview Guide (Managers) Employee Audit Interview Guide (Key Stakeholders) Employee Audit Interview Guide (Executive Leadership) Employee Audit Interview Email Invite Findings Socialization Presentation And more...

DESIGN AND STRATEGIZE

FRAMEWORKS
Strategic Program Structure Program Tiers Model Four Factors of Program Success Transactional vs. Transformative Social Impact

PROCESS GUIDES
Program Design Program Launch and Change

TOOLS & TEMPLATES
Program Design Exercises Launch Timeline (Sample) Communications Plan (Sample) Launch Event Options and Considerations Strategy Socialization Presentation Program FAQs (Employees) Program FAQs (Managers) Program FAQs (Executive Leadership) Volunteer Paid Time Off Policy

Engage and Scale

FRAMEWORKS
Social Impact Leadership Networks

PROCESS GUIDES
People Networks Assessment Network Development Recruitment Process

TOOLS & TEMPLATES
Workbook: People Networks Assessment Recruitment Targets Workbook Recruitment Tracker Workbook Network Title Guide Social Impact Leader Role Description Regional Leader Role Description Committee Chair Role Description Value Bundling Exercise Recruitment Communications Plan Application Form Application Evaluation Criteria Offer Letter to Managers (Social Impact Leaders) Offer Letter to Managers (Regional Leaders) Next Steps Guide (Social Impact Leaders) Next Steps Guide (Regional Leaders) Onboarding Presentation Network Socialization Presentation Network FAQs (Social Impact Leaders) Network FAQs (Regional Leaders) Network FAQs (Managers) Network FAQs (Executive Leadership) And more...

EQUIP AND ACTIVATE

FRAMEWORKS

PROCESS GUIDES
Creating a Training and Support Ecosystem for Social Impact Leaders Network Lifecycle Management

TOOLS & TEMPLATES
Social Impact Leader Training Content Outline (Recommended Concepts) Social Impact Leader Toolkit

Social Impact Network Engagement Calendar Monthly Check-In Call Guide And more...

MEASURE AND REPORT

FRAMEWORKS
Program Logic Model Social Impact Employee Program Measurement

PROCESS GUIDES
Setting Social Impact Employee Program Goals Social Impact Employee Program Measurement

TOOLS & TEMPLATES
Measurement Framework Post-Event Survey (Social Impact Leaders) Post-Event Survey (Regional Leaders) Post-Event Survey (Nonprofits) Program Evaluation Survey (Employees) Program Evaluation Survey (Managers) Program Evaluation Survey (Executive Leadership) And more...

REMOVE PROGRAM BARRIERS

FRAMEWORKS
Two-Factor Theory to Program Satisfaction

PROCESS GUIDES
Evaluating User Satisfaction with Workplace Volunteering and Giving Tech

TOOLS & TEMPLATES
User Satisfaction Survey And more...
FAQS

WHY IS IT CALLED SOCIAL REV?
We love this question! Check out the story behind Social REV here.

WHO IS SOCIAL REV FOR?
Social REV is for social impact professionals — otherwise known as Corporate Social Responsibility, Community Investment, or ESG practitioners — or independent consultants looking for resources to apply in their own practice. Social REV is not (yet!) for individual volunteers or non-profits.

I’M NOT SURE WHICH SOCIAL REV PASS I NEED. HELP?
To make sure we don’t give you bad advice, let’s chat first. To learn more about how you can best leverage Social REV, reach out to us: socialrev@realizedworth.com.

WHO ARE REV AGENTS AND EXPERTS?
REV Agents and Experts make up your REV Team.

REV Agents ensure that you’re getting the most out of Backstage and Social REV, including getting you connected with REV Experts when you need it.

REV Experts inform and create everything you see on Backstage, and are available to our All Access VIP Pass holders to help apply the tools, work through challenges, and inform decisions.

HOW MANY TEAM MEMBERS GET ACCESS TO BACKSTAGE WITH THE BACKSTAGE PASS?
Five team members. Believe it or not, this should cover most social impact teams! If you would like more than five individuals at your company to have access to Backstage, talk to us and we’ll work out the best pricing we can for you.

I ALREADY HAVE A WORKPLACE VOLUNTEERING AND GIVING PLATFORM – WHY DO I NEED SOCIAL REV OR BACKSTAGE?
Social REV and Backstage are NOT workplace volunteering and giving solutions. In fact, it helps with the effectiveness of those platforms. Think of it more like an “RW University” — a place where you come to learn, upskill, and retrieve resources to help you get the job done and become the best at what you do.

WHAT KIND OF RESOURCES WILL I HAVE ACCESS TO?
Oh, so much! For starters, you can expect a whole host of frameworks, process guides, tools, templates, and courses (well, one course to start). But one of the best things about Social REV is that we release new resources every few months — and you never lose access to the original stuff.

For the full list of what will be available upon launch, check out our 2022 Backstage Roadmap.

WHAT KIND OF COURSES ARE AVAILABLE? ARE THEY ON-DEMAND? WHO TEACHES THEM?
To start, there is one course available: Social Impact 101. It covers:
• A Brief History of Social Impact/CSR
• The 5 Indicators of Success in Social Impact
• Elevating Your Social Impact Career
• Introduction to Transformative Volunteering
Additional courses will be released on a semi-annual schedule. Look out for the roadmap of course releases, coming soon!

IS THERE A LIMIT TO MY USE OF THE CONCIERGE SERVICE?
Nope! If you’re an All Access or All Access VIP member, email your REV Agent anytime and they’ll be happy to assist you in getting the most out of Backstage and Social REV.

WHEN AND WHERE IS THE RW EVENT?
O-m-g, we are so excited about this. If you know RW, you know we love to be with our people, showcase each other’s wins, and tackle tough challenges together. There will be so much learning! Okay, okay — back to the question.

The RW Event (To Be Announced) will be held in Fall 2023. This will be an in-person event at a location in the United States. You can expect more details in early 2023!

WHAT CONTENT IS INCLUDED IN THE EMPLOYEE-FACING TRAINING?
This is the second course we’ll make available to you — and while it’s meant for employees, it’ll also be useful to you and your team! The course focuses on:
• How to Find and Scope Social Impact Events
• How to Run Transformative Volunteering Events
• How to Facilitate Volunteer Teams

DO MY EMPLOYEES ACCESS THE TRAINING THROUGH BACKSTAGE?
Nope! Over the years, we’ve noticed that companies have a strong preference for employees accessing their learning content through internal systems — whether that be a Learning Management System or something simple like an intranet or SharePoint site. That’s why we’re making the course SCORM-compliant — so you can host it wherever it makes sense for you.

IS THERE A FREE TRIAL SO I CAN SEE WHAT I’M GETTING BEFORE I COMMIT?
Since we provide unrestricted access to everything on Backstage for our pass holders — including viewing, downloading, and freely repurposing everything — we are not offering free trials. That being said, we are more than happy to show you around so you can see for yourself whether it’s a fit! Set up a demo with us by emailing: socialrev@realizedworth.com.
FAQS CONTINUED

The course focuses on:
- How to Find and Scope Social Impact Events
- How to Run Transformative Volunteering Events
- How to Facilitate Volunteer Teams

WHAT IF I SIGN UP AND THEN DECIDE IT’S NOT RIGHT FOR ME?
We’re so confident in the value of Social REV that we doubt this will be the case! But, we’re also realists – so this is where our REV Agents come in. Your REV Agent is here to ensure that you get the value out of Social REV that you are expecting, and if that’s not happening, work with you to make it right.

WHAT IF I NEED MORE HANDS-ON HELP THAN SOCIAL REV OFFERS?
We’re here for you! Realized Worth offers a few services that range from completely hands off to hand-in-hand support. Check out our Workshops if you need a project kickstart, Presentations if you’re looking for a dash of inspiration for employees, or Consulting if you’re looking for more customized and dedicated project support. Oh, and Training if you’re looking to really take your employee social impact program to the next level – our favorite kind of work!

If you’re not sure where to start, we’d be happy to chat! Email us at contact@realizedworth.com.

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