

# STEPS TO CREATING A CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM

When it comes to running your pest control operation, it's easy to think of "giving back," also known as [corporate social responsibility](#) (CSR), as just another box to check — but what if that box led to additional business benefits that paid for themselves, year over year?

Consider these five CSR best practices as foundational elements of your business plan to boost your social image, increase retention rates and positively impact the community you serve at the same time.

## 1. BE THE VOICE THAT REFLECTS YOUR COMMUNITY.

What social issues do your customers care about most? Are they passionate about the environment, education or the economy? Laying this "mental groundwork" will help you identify your CSR strategy. For instance, if many of your customers are eco-friendly, consider hosting a public event where you educate homeowners and local media about the environmentally friendly benefits of the Sentricon® system.

**TIP:** We'd all love to help everyone and every organization, but resources are limited. Consider whether you have the means to support a multitude of causes and organizations for a broader reach, or if you prefer to focus available resources to significantly bolster a single cause. No matter your decision, aiding those who also cultivate a positive community image can only help you in the long run.

**ROCKSTAR CSR:** ABC Home and Commercial Services in Houston has a robust [community involvement program](#) focusing on faith-based causes, including the cornerstone organization, [A Child's Hope](#), a nonprofit organization created to build safe, loving and supportive homes for children in Haiti.

## 2. INVOLVE EMPLOYEES.

High-quality CSR doesn't come from the top down; it's often a grassroots effort. Your employees are out in the field on the front lines every day, so they may come across situations and opportunities that go otherwise unseen. Ask employees about community needs they're seeing and how your business and the Sentricon® system can address them to improve the community.

**TIP:** Research shows employee satisfaction increases within companies with developed CSR programs because employees are proud of the good their employer is doing to improve society. Take your CSR a step further by offering companywide community service days for employees to support a cause of their own.

**ROCKSTAR CSR:** [Spencer Pest Services](#) in Greenville, South Carolina, takes employee involvement to another level. Their cause-based slogan, "Pest Control For A Cure," emphasizes their commitment to supporting cancer research and treatment in the Greenville community and beyond. Employees drive pink vehicles and wear pink-accented blazers to raise awareness and educate homeowners.

## 3. HARNESS THE POWER OF CUSTOMER CROSS-TALK.

Your customers don't exist in a bubble, and neither should CSR. Many homeowners seek out services based on recommendations from neighbors and other community members. Others choose based on community involvement and activism, so visibility with potential and current customers is key. Customers will appreciate your presence at local cook-offs, charity runs, church picnics and other local events. By supporting and participating in causes they care about, you're getting your foot in the door long before the sales pitch.

**ROCKSTAR CSR:** [All-American Pest Control](#) in Nashville introduced the Hometown Hero Award to recognize a local homeowner, military homeowner or nonprofit organization that embodies All-American's core values of reliability, remarkable service, teamwork, respect, thoughtful innovation and servant leadership by providing 10 years of free pest control and termite protection. News and excitement surrounding the award generates organic word-of-mouth promotion of the brand to current and potential customers.

# STEPS TO CREATING A CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM

## 4. SUPPORT — AND CROSS-PROMOTE — BUSINESSES THAT HONOR YOUR VALUES.

Surround yourself with those you aspire to be like. By supporting other socially responsible businesses that align with your values, you're proving your dedication to the cause.

**TIP:** Leverage your connection to these causes to cross-promote services. Offer your services free of charge to local community groups and post a "Protected by Sentricon" sign for the community to see. Share information about the organizations you support on your website and as part of your marketing materials.

**ROCKSTAR CSR:** [Mother Nature's Pest and Lawn](#) in Oklahoma City supports its family-oriented mission by donating its services and installing the Sentricon® system free of charge at Grace Home, a community residential program dedicated to providing assistance, care and hope for expectant mothers.

## 5. USE THE BRAND RECOGNITION OF THE SENTRICON® SYSTEM TO YOUR BENEFIT.

Supporting charitable causes financially or by volunteering manhours to the cause are excellent CSR formats. But with a strong product offering including the Sentricon® system, sometimes you can let your services do the talking. Sentricon has built its reputation as a responsible, reliable, tested and trusted brand for decades, so protecting public spaces, monuments or notable buildings in your community can combine the powerful brand recognition of Sentricon with a local, regional or national cause to truly position your business as a socially responsible organization and top-notch Certified Sentricon Specialist™.

**ROCKSTAR CSR:** [AAA ABC Exterminating](#) in Monroe, Connecticut, has partnered with the [Monroe Playground Foundation and Kids Kreation](#) in their effort to replace the outdated wooden playground at a local park with a new structure made of termite-proof plastic lumber. By providing pest control services and expertise during the design and build process of the playground, the company demonstrates its commitment to the overall public health, safety and enjoyment of community spaces.

*Tips and best practices provided courtesy of [ABC Home & Commercial Services](#), [Mother Nature's Pest & Lawn](#), [Spencer Pest Services](#), [All-American Pest Control Inc.](#), and [AAA ABC Exterminating Inc.](#)*

