

# Return on Good

Through his nearly 40-year span of participating as a rider in the Pan-Mass Challenge, an annual bike-a-thon, Dr. Barry Chaiken, along with his fellow 5,000 bike riders, has helped raise \$900 million for cancer research.



## I Am a Philanthropist™ Recognition Program

Return on Good, a strategic philanthropy cooperative, helps businesses, non-profits, individuals, and family offices recognize and promote their philanthropic mission, spotlight leadership team members, or highlight family members that are doing good in the world.

### Personalized Giving Stories

ROG has created a high impact content series to tell the remarkable stories of givers in memorable ways. We believe that by showing people doing good work, it helps naturally inspire others; In these challenging times, we can all take action to create a better world. The series showcases the individual's passion for good, and how real people have used their time, treasure and talents to impact the lives of many.

The I Am a Philanthropist stories are rich and inspiring. Each story includes a blog post, 3-4 short video clips and a highlight reel, promoted by Return on Good. It's then fully integrated into your content stream for positive and far-reaching results.

Because real stories speak to people, through our creative storytelling talent, we emphasize individual recognition of leaders who are making a difference, reward them for their work, and highlight their accomplishments—all key to encouraging inspiration. We focus closely on the givers, telling their story with meaningful sound bites, appreciating their work and connections with the nominator/sponsor.

### How It Works

- An individual is nominated for the I Am a Philanthropist recognition.
- A note is sent confirming their nomination and who nominated them.
- An interview is scheduled to be recorded on a high definition virtual studio platform.
- That interview is completed by a journalistic expert, then transcribed to gather accurate quotes.
- Video clips are created by professional editors to support the blog post.
- The blog is drafted and shared with the nominator and individual for review.
- The blog and video are approved and added to the editorial timeline.
- The story is shared on the web and on social media platforms.
- A full color print-ready commemorative PDF is sent to the giver for recognition.



CLARENCE  
WOOTEN



LOIS  
BUNTZ



JAY  
KELLY



DR. KAMILAH  
HAMPTON

## How We All Make a Difference

We have now entered an age where corporations, foundations and individuals are admirably focused on social responsibility and making a true difference in the world, but much of the CSR and ESG movement has been generalized and unfocused. Now is the perfect time to elevate your stories with positive impact and focus on the people who are making a difference.

## Communicating Your Story

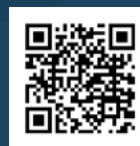
The I Am a Philanthropist stories, published weekly on the Return on Good web site, can be shared on any web platform, and are optimized by experts to promote further on social media. Each story is carefully crafted for the individual in honor of their work. Organizations are also provided a print-ready digital file that can be shared with the individual, and utilized in your future outreach, communications, company or non-profit marketing efforts.

## Investment/Sponsorship

I Am a Philanthropist stories are exciting opportunities for recognition of people doing amazing work in the world. Contact us to learn more about investment per Impact Story and/or Corporate Impact Story packages. We would like to create a package that works specifically for you and your budget. Please contact [ann@returnongood.org](mailto:ann@returnongood.org) for specific opportunities.

## Ready to Give Smarter?

Contact us to schedule your confidential consultation.



VISIT [returnongood.org](http://returnongood.org)

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