

Student Loan Genius Blog | The CSR Payoff: 4 Ways to Turn Your Do-Gooding into Recruiting Results

You can't solve the world's biggest problems in a day, but you can make a dent – both in a problem and your company's recruiting challenges.

According to [a recent study](#), 88% of millennials were attracted to a company because of their Corporate Social Responsibility (CSR) efforts and 86% say they would leave if their company eliminated or reduced its CSR program.

Embracing CSR [is primarily a way for businesses to help communities](#), but that doesn't mean those businesses can't benefit from the side effects of doing good – like increased interest from recruits.

Here are four ways to tie your company's CSR efforts to recruiting and retention.

Share the Good News

While your CSR efforts aren't about generating press, they can create positive press and buzz that pay off later. Recent data from the [Pew Center for Research](#) showed that 79 percent of job seekers took to the web before accepting a role, including Googling a company and its recent buzz. In addition, according to Forbes, [40% of a company's reputation](#) among prospects is determined by volunteering and Corporate Social Responsibility.

Whether it's a blog post, social media share, or a story from your local news outlet, sharing the good news about CSR efforts help create the buzz that converts candidates.

Leverage CSR as a Recruiting Differentiator

In high competition sectors, small differentiators can make a big difference when it comes to recruiting. For a newer or smaller business trying to compete for talent, a single perk can be the difference between a 'yes' or 'no' at offer acceptance.

Want to catch the eye and heart of your ideal candidate? Your CSR program may help. To test the theory, add information about your CSR to your job listings and company website. Put it front and center and pay attention in your interviews and traffic tracking to explore if it makes a difference for prospective and new employees.

Turn Professional Development into CSR and a Moral-based Recruiting Boost

[75% of employees](#) say their job is more fulfilling when they have opportunities to make a positive impact at work. Developing a professional development program around your CSR efforts is a great way to support three company goals in one program.

The Idea: Find a way to make a CSR task relevant to each department.

Have your development team go teach local schools basic coding. Your marketing team COULD teach students the other side of social media - the side that businesses use to promote their product or service. These could make for great opportunities to build skills through sharing for less experienced employees and helped round out the skill sets of your up and coming managers.

Offer a Student Loan Help in exchange CSR Involvement

To help boost participation in your CSR program, consider adding in a student loan contribution reward.

Many employers cringe at the thought of the cost offering a student loan contribution payment. Offering one-time or “bonus” payments for those employees who participate in volunteerism is one way to increase involvement and offer student loan help as a lower cost. For more idea on how [Genius Pay](#), a student loan contribution bonus, can be leveraged to help support company goals, check out

About That Last Idea...

If you'd like to know more about Student Loan Genius and how we might be able to help drive your CSR program, contact us today.

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