

COMMUNITY-DRIVEN BANKING WEBINAR SERIES:

USING STORYTELLING TO DEMONSTRATE COMMUNITY ENGAGEMENT

Housekeeping Announcements

- Webinar is being recorded.
- Slides and recording will be emailed.
- Ask questions through the chat.
- We'll get to questions at the end!

Why Storytelling

Craft Data-Driven
Impact Narratives

Enhance Strategic
Communications

Mitigate Risk,
Maximize
Influence

Tailor Storytelling
to Stakeholder
Engagement

Today's Agenda

- Storytelling & Partnership Framework – Shyam Gadwal, Boston College Center for Corporate Citizenship
- Banker Panel: Using Storytelling to Elevate Social Impact
- Q&A
- Call to Action: Apply for Community Commitment Awards!

BOSTON COLLEGE CENTER FOR CORPORATE CITIZENSHIP

CARROLL SCHOOL OF MANAGEMENT

Shyam R. Gadwal

Director, Executive Education

May 20, 2025

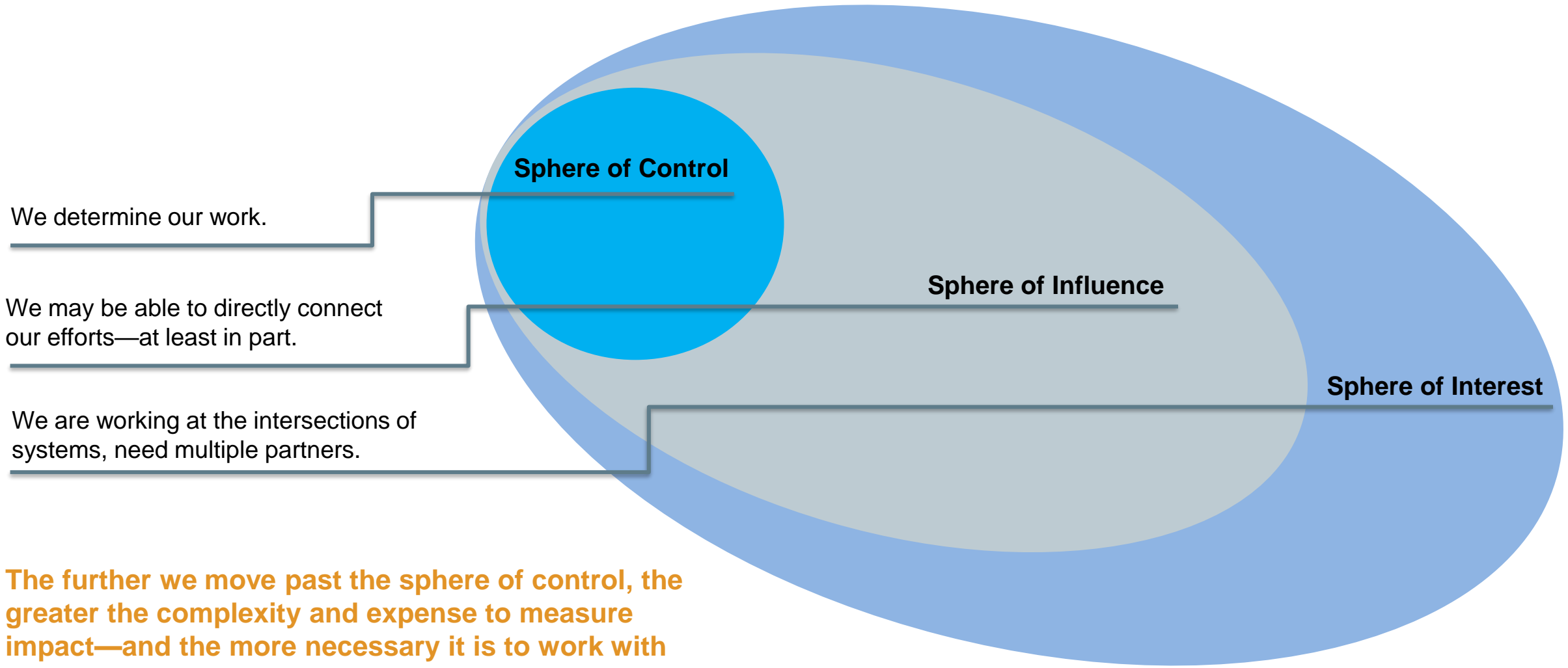
- First corporate-only membership network dedicated to helping people in companies manage CSR and ESG functions—locally and globally.
- Connects CSR & ESG professionals with the resources, knowledge, and people they need to achieve results.
- Fast answers to hard answers.
- Comprehensive resource and research library.
- Largest most established community of peers.

Resources are always limited.
Strategy is....

CHOICE

...about what we will do
...and what we will not

Spheres of Engagement





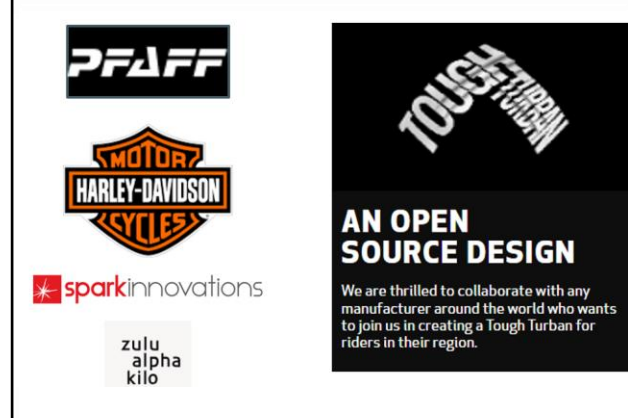

The further we move past the sphere of control, the greater the complexity and expense to measure impact—and the more necessary it is to work with partners.

Partnership Continuum

Sphere of control

Sphere of influence

Sphere of interest

Transactional	Developmental	Strategic	Integrative
			

Partnership Continuum

	Transactional	Developmental	Strategic	Integrative
Mindset	<ul style="list-style-type: none"> • Giving 	<ul style="list-style-type: none"> • Investment 	<ul style="list-style-type: none"> • Shared objectives 	<ul style="list-style-type: none"> • Shared values
Alignment	<ul style="list-style-type: none"> • Interest in issue • Local expectation 	<ul style="list-style-type: none"> • Overlap in mission AND/OR geography or community expectation 	<ul style="list-style-type: none"> • Win-win • Commitment to each others' success 	<ul style="list-style-type: none"> • Relationship as strategic tool • High "mission mesh"
Value	<ul style="list-style-type: none"> • Generic resource transfer • Typically, unequal power 	<ul style="list-style-type: none"> • Core competency transfer 	<ul style="list-style-type: none"> • Core competency exchange (learning) • More equal exchange of power 	<ul style="list-style-type: none"> • Innovation • Joint value creation
Relationship Management	<ul style="list-style-type: none"> • Corporate contact usually in community affairs or foundation; nonprofit contact usually in development 	<ul style="list-style-type: none"> • More surface area throughout the organization • Learning mindset 	<ul style="list-style-type: none"> • Emerging infrastructure, including relationship managers, communication channels/vehicles 	<ul style="list-style-type: none"> • Greater opportunity for employee involvement • Culture of each organization influenced by the other
Approach to Measuring	<ul style="list-style-type: none"> • Compliance 	<ul style="list-style-type: none"> • Outputs 	<ul style="list-style-type: none"> • Outcomes 	<ul style="list-style-type: none"> • Impact

Adapted: J. Austin, The Collaboration Challenge, (San Francisco, Jossey-Bass)

Partnership Type Differences

Attributes	Transactional	Developmental	Strategic	Integrative	
Level of engagement	Low	----->			High
Importance to mission	Peripheral	----->			Strategic
Magnitude of resources	Small	----->			Big
Scope of activities	Narrow	----->			Broad
Interaction level	Infrequent	----->			Intensive
Managerial complexity	Simple	----->			Complex
Strategic value	Modest	----->			Significant

Source: Austin, James, The Collaboration Challenge, How Non-profits and Business
Succeed through Strategic Alliance

THANK YOU!

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Using Storytelling to Elevate Social Impact

Banker Panel:

- Brandon Jones, SVP & National Director of External Affairs, Comerica Bank
- Karina Saltman, Senior Managing Director of Community Investment, Engagement & Philanthropy, Webster Bank



Overview of Community Commitment Awards (CCAs)



- Open May 1 through July 1
- Do not have to be a member of ABA
- Entry is free
- Submissions are judged on narrative responses
- Awards presented during the ABA Annual Convention in October
- Eight award categories:
 - Affordable Housing
 - Community and Economic Development
 - Financial Education
 - Financial Inclusion (formerly Economic Inclusion)
 - Protecting Older Americans
 - Supporting Military Families
 - Volunteerism
 - George Bailey Distinguished Service Award
- Self nominate for the George Bailey
- Multiple submissions accepted
- aba.com/awards

Submission Process



- Use OpenWater awards platform
- Access the platform using Chrome Browser
- Can save a submission
- Upload a short (less than 2 minutes) video
- Click “Enter Here” button on aba.com/awards to navigate to award platform

Community Commitment Awards

by the ABA Foundation

ABA Foundation
ABA
FOUNDATION
DISASTER RELIEF
PROGRAM

THE SPIRIT OF
BANKING

ABOUT THE
FOUNDATION

FINANCIAL
EDUCATION
PROGRAMS

COMMUNITY
DEVELOPMENT &
AFFORDABLE
HOUSING

The logo for the ABA Foundation Community Commitment Awards, featuring the text "ABA Foundation" in small blue letters, "COMMUNITY COMMITMENT" in large purple capital letters, and "Awards®" in a purple script font, all enclosed in an orange rounded rectangle.

The ABA Foundation's Community Commitment Awards recognize banks' extraordinary acts of service to support the people in their communities and grow their local economies – showcasing those who set the standard for community engagement nationwide.

Dates to Know

May 1, 2024: Submissions Open

July 1, 2024: Submissions Close

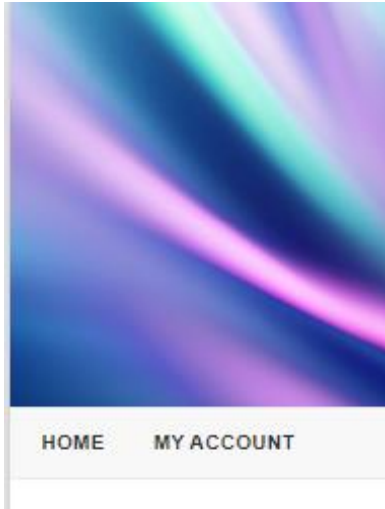
October 2024: Announcement of Award Winners before the ABA Annual Convention

[ENTER HERE](#)

Create an Account



- Used the platform last year: Click “My Account” and log in



- aba.com/awards

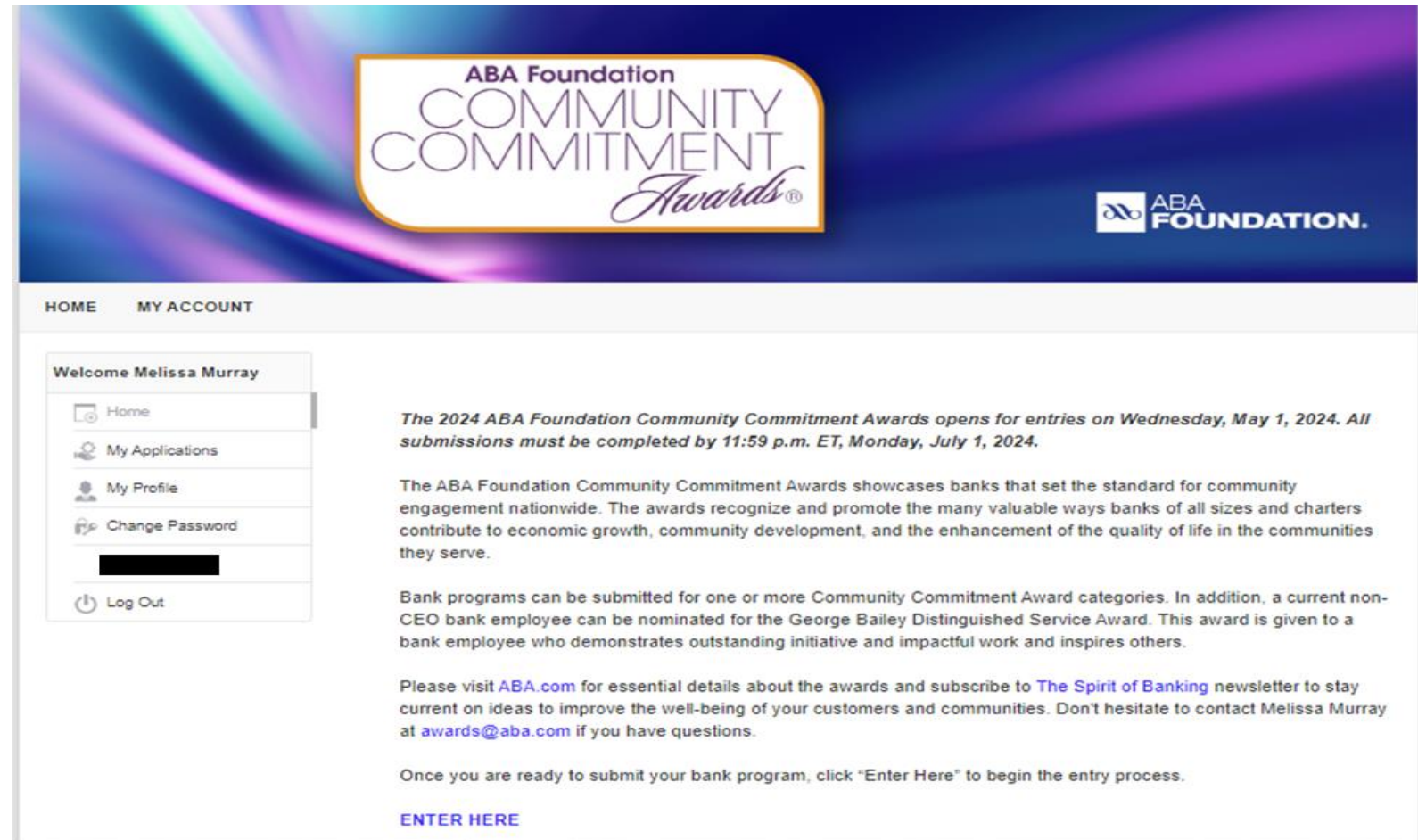
- New to the platform: Complete “Create a New Account” Fields

A screenshot of the "Login or Create an Account" page on the ABA Foundation website. The page has a header with the "ABA Foundation Community Commitment Awards" logo and the "ABA FOUNDATION" logo. Below the header is a navigation bar with "HOME" and "MY ACCOUNT" links. The main content area is titled "Login or Create an Account" and is divided into two columns. The left column is for "Login" and contains fields for "Email Address" and "Password", a "remember me" checkbox, a "lost password?" link, and a "Login" button. The right column is for "Create a New Account" and contains fields for "Email Address", "First Name", "Last Name", "Create a Password", and "Retype Password".

Award Platform Welcome Page



- Click “Enter Here” to start the submission process
- In the box on the left
 - Access saved submissions/applications
 - View profile
 - Change password
 - Log out



Bank Program Entries



- A short video can be uploaded. The video will not be judged
- The bank program must be operational for at least a year to submit an entry
- Word count for each narrative response field
- Submissions are judged based on narrative responses about the program
- aba.com/awards
- The Bank Program Summary response is not judged
- Either “Save” the form or “Save and Finalize” to submit the entry
- Entries can’t be edited once submitted
- Each submission is reviewed

George Bailey Nominations



- Word count for each response field
- Submissions are judged based on narrative question responses
- Either “Save” the form or “Save and Finalize” to submit the entry
- Entries can’t be edited once submitted
- Each submission is reviewed

Submitted Entries



- Notified within a few minutes via email that your entry was received
- Submissions can be disapproved if:
 - The same narrative responses for an award category are used in another category
 - You will receive a notification that your submission is disapproved
 - May resubmit an entry for the category
- aba.com/awards

Reminders



- Entry period closes **July 1 at 11:59 pm Eastern Time**
- Entries are submitted through the Open Water Award platform
- Visit aba.com/awards to navigate to the platform
- Contact Melissa Murray at awards@aba.com





LIGHTS
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SAFE BANKING
FOR SENIORS®

[Aba.com/FinEd](https://aba.com/FinEd)



aba.com/Foundation