



11 ELEVEN  
— CONSULTING —

# CONNECTING COMMUNITIES, COMPANIES & CAUSES

## OUR MISSION

**11Eleven Consulting inspires companies who operate with a conscience.** We incorporate visionary principles, diverse perspectives and sustainable practices to create programs that benefit society and build positive sentiment for brands. 11Eleven enhances humanity while creating a brighter future for organizations to promote and steward rewardable reputations. At 11Eleven, we combine electric energy with savvy strategic planning to create captivating corporate responsibility offerings.

## OVERVIEW

11Eleven Consulting is a strategy and corporate responsibility firm that empowers and inspires positive people to build positive brands. Working together with our partners, we produce, develop, promote and direct significant and purposeful approaches that educate, activate and inspire positive impact driven by positive actions. Our efforts focus on leveraging what each business does best and puts their forte into action to make positive societal and economic change possible. We work in conjunction with companies from all industries and counsel their team to craft CSR strategies, applications and procedures in an effort to create world class signature programs that can be clearly articulated and easily executed in both local and national markets.

11Eleven is a boutique corporate social responsibility (CSR) consulting firm focused on aiding companies that care.

The number 11 is widely known to possess the qualities of honesty, balance, integrity and justice and is idealistic and compassionate in its origin. The number 11 speaks to higher ideals and is connected with the characteristics of invention and vision. It is these principles that guide the purpose behind 11Eleven Consulting.

We assist companies in developing meaningful and innovative corporate social responsibility programs.

At 11Eleven, we understand that positive sentiment and brand loyalty is key to success and we take pride in sharing meaningful stories.

We understand that customers yearn for much more than transactional relationships; they seek a deeper connection with a truly significant experience.

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# SERVICES

## CSR STRATEGY

The path to a successful CSR strategy is a unique journey for each and every company. By harnessing the synergies between your brand, your business and the needs of the community we will craft a strategy that will set your company apart.

## CONSUMER CAMPAIGNS

The core of corporate responsibility is its capacity to influence others to take action. At 11Eleven, we are excited to elevate brand awareness by educating, engaging and activating customers to join in supporting brands that they authentically believe in, in ways that build a brighter tomorrow.

## FACILITATION & COACHING

A full team of CSR experts and a full scale effort isn't always needed to move your work to the next level. At 11Eleven, we are nimble in our methods of support and will customize workshops, meetings, coaching, partnership evaluations and benchmark work to suit your specific needs.

## EMPLOYEE ENGAGEMENT

Commitment to talent has become a crucial element to a business's success. We create authentic experiences and organize meaningful programs and large scale volunteer days to feature your company's most important resource, the employees.

## PROGRAM MANAGEMENT

When your strategy, programs, campaigns and communications are complete it is essential to have strong management of the work accomplished in order to continue to drive positive change. We are well versed in running your day to day operations and can take the lead in keeping your CSR program at the forefront as your organization grows.

## SIGNATURE PROGRAMS

11Eleven has the talent to create successful cause campaigns. We identify methods for your organization to advance an issue while building positive brand sentiment, engaging stakeholders and positioning your company as an agent for change.

## MESSAGING & COMMUNICATIONS

The cornerstone of any great cause or CSR message is in the narrative. We have the ability to create internal and external communications that market your brand effectively and bring the best of your company into the spotlight through many different mediums.

## THOUGHT LEADERSHIP

Today, brands have more opportunity than ever to share their genuine voice, perspective and expertise around social issues that are important to them and their stakeholders. Our work often includes connecting the power of research, policy, marketing communications, partnerships and stakeholder engagement to drive change.

## EVENTS & FUNDRAISING

Your CSR programs and cause partners can gain valuable visibility and support by hosting or supporting special events. We know how to raise funds, while building sustainable relationships. Your message and brand will receive the recognition it deserves and your charities of choice will receive additional avenues of assistance.

Connecting Communities, Companies & Causes

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