Torch for Corporate Social Responsibility

Torch™ is social media intelligence for the civic sector. Torch's database indexes real-time social media content from 3 million+ civic influencers - nonprofits, elected officials and donors - to power grant-making, communications, coalition-building and fundraising.

Promote Your Brand

✔ Identify positive and negative brand mentions on social media

• Find and engage civic sector influencers across the U.S. who are praising or criticizing your brand
• Sort these brand mentions by geography and influence (followings)

✔ Create recurring reports highlighting brand mentions

• Produce weekly, monthly or quarterly brand safety reports to monitor positive and negative brand mentions

Serve Your Community

✔ Find influential nonprofit partners who align with your corporate brand

• Scan the Torch database to identify potential nonprofit partners across the U.S., sorted by geography, mission, and size
• Click into their organizational pages to review their recent communications, board members, and budgets
• Create vetting reports of potential partners with this org information

✔ Create place-based field scans to find new and emerging organizations and learn giving area field trends

• Search Torch by zip codes to find local, smaller organizations and emerging community leaders who are aligned with your brand

Inform Your Internal Organization About Your Progress

✓ **Produce social media leaderboards of your nonprofit partners**

• Monitor the influence and relevance of nonprofit partners
• Create weekly, monthly or quarterly reports on nonprofit partner performance to share with internal stakeholders

✓ **Benchmark competitor corporations**

• Track the CSR activities and conversations of competitors
• Produce weekly, monthly or quarterly competitor benchmarking reports to share with internal stakeholders