



Submitted by: Lucia Ouellette, louellette@ccne.com

Company/Organization: Coca-Cola of Northern New England

Type of organization: Business

Number of Employees: 3,700

Category: community

Challenge or Opportunity:

Since tripling in size last September, we faced a challenge in tracking our expanded company's community involvement. Whether it's a product donation, sponsorships or volunteerism, we wanted to understand on a higher level who our partners are and what opportunities exist to strengthen our giving priorities.

Approach or Solution:

With the help of our great partners at UNH, we brought on an intern (Nelson) to work with us on this project. Nelson connected with each one of our local leaders to gather data from past events & created a catalog to store this information in one place. He also created a toolkit that gave guidelines & recommendations on enhancing comm. partnerships

Impact:

This new database has given us the opportunity to share better information with all of our leaders across our territory. Having people see the involvement from other sales centers has sparked inspiration and given our leaders some ideas about who they could partner with, whether it's a local Special Olympics chapter or a Boys & Girls Club.