



# Company of Good 10th Anniversary

## MARKETING TOOLKIT

## A rallying call to Companies of Good

Join us in marking **10 years of  
Company of Good** — an ecosystem  
of purpose-driven businesses creating  
lasting impact for society.

Here's how your organisation can  
**Show Your Mark** and **Make Your Mark**.

— **Show Your Mark** —

AMPLIFY



**Make Your Mark**

CATALYSE

SPEARHEAD

ADVANCE

## Show Your Mark

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AMPLIFY

*Visibility inspires action.  
Every mark displayed  
encourages more  
companies to join the  
movement.*

**Print and display** your Company of Good recognition mark on your storefront, office entrance, or digital platforms.

It's a simple yet powerful way to demonstrate **your company's commitment to purpose-driven business.**

1. [Submit this form](#) to request working files for your print collaterals.
2. Reach out to us for a trusted vendor list.

01

**Encourage** your business partners and peers to be recognised under the **COG Recognition System**.

**Rally** your networks to embark on sustained volunteering through **Project V**.

Download **ready-to-use email** and **social media assets** to help you spread the word.

02

*Grow collective impact together.*

## Make Your Mark

SPEARHEAD

Drop us a line at [cogrecognition@nvpc.org.sg](mailto:cogrecognition@nvpc.org.sg) to kickstart the conversation.

Lead an **in-house volunteering activity** and work with NVPC to onboard new companies.

Onboard onto **giving.sg** to track, measure, and **showcase** your company's giving efforts.

Pilot an **innovative impact initiative** guided by NVPC's insights and expertise.

# 03

*Demonstrate what sustainable impact looks like in action.*

# 04

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Pledge to **invest up to 2% of your corporate resources** in societal good—be it in cash, in-kind, or volunteering hours.

*Commitment turns intention into legacy.*

*Build systems that drive sustained social progress for years to come.*

Use these materials to **share your participation** and **inspire others** in your network.

#### HASHTAG BANK

- #CompanyOfGood
- #COG10
- #MakeYourMark
- #ShowYourMark

*To amplify reach and visibility, tag us  
**@CompanyOfGood** on LinkedIn.  
(We'll be sure to react and engage!)*

Use these materials to **share your participation** and **inspire others** in your network.

## SUGGESTED CAPTIONS

Our **#CompanyOfGood** recognition mark is more than a badge — it's a public promise to keep our business a force for good.

From our first volunteer project to ongoing sustainability initiatives, our journey reflects what business can achieve when guided by purpose.

For 10 years, **@CompanyOfGood** has united businesses that act with purpose. This **#COG10**, we're proud to stand among them and shape the next decade of responsible businesses.

We're partnering with like-minded organisations to exchange ideas, build inclusive programmes, and strengthen Singapore's purpose-driven business ecosystem.

*Take these as starting points for amplification on your social channels. Feel free to make them your own!*

Use these materials to **share your participation** and **inspire others** in your network.

## VISUAL ASSETS

### COG Recognition Mark

Send a request via this [form](#) for your print collaterals.

Refer to our [Corporate Identity guidelines](#) to ensure alignment.

### Templates

Download ready-to-use email and social media assets [here](#).

### COG10 Logo

If you would like to include our logo in your COG10 event collaterals, send us an official request via [contact@companyofgood.sg](mailto:contact@companyofgood.sg).

This COG10, let's show what it means to **profit with purpose**, and pave the way for the next 10 years of doing good, better.

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