



What is [goBeyondProfit](#)

[goBeyondProfit](#) is a statewide alliance of 900+ business leaders committed to corporate generosity and improving people's lives. Member companies' CEOs, Presidents and Founders learn from one another and share positive stories across the state, all to ensure stronger businesses and healthier communities.

Who can join?

Every Georgia business is invited. The senior leader of that Georgia business, or Georgia presence of a major company becomes our member.

Cost and process:

[goBeyondProfit](#) is a fully funded venture. There is no cost to join or participate, ever.

The sole step to becoming a [goBeyondProfit](#) member is signing the simple [goBeyondProfit Pledge](#) aligning members in the aspiration to invest time, talent, and financial resources to care for their people and help solve community needs.

Two areas of benefit

CEO-level learning and engagement:

- ✓ Members interact in CEO Forums (diverted to Zoom for now) and a steady flow of learning forums and opportunities.
- ✓ We share new information every week, including interviews with CEOs, [C-suite level expertise](#), and [statewide research studies](#) into what CEOs and employees/consumers are thinking.
- ✓ We post a blog on our [LinkedIn](#) channel, and updates via [Facebook](#), [Twitter](#), and [Instagram](#).

Brand exposure to the Georgia marketplace:

- ✓ We tell members' stories in many ways including [Spotlights](#) on our website, inclusion in our [Corporate Generosity Tracker](#), a membership roster called the [In Good Company](#) report, and promotion of our [Champion award](#) winners.
- ✓ We provide a [goBeyondProfit Badge](#) for members to share on their website, emails and marketing materials.

All in all, it's an enthusiastic group of forward-thinking executives who see business as a force for good. We hope you'll [join us](#). The more leaders who join the alliance, the more good we can generate together.