COMMITMENTS TO ACTION—the defining feature of CGI—are concrete plans for addressing the world’s most pressing challenges.

WHAT IS A CGI COMMITMENT TO ACTION?
A CGI Commitment to Action is a specific plan to address pressing issues, such as unemployment, renewable energy, and education opportunities. A commitment is a detailed proposal that includes clear and measurable objectives, a timeline and budget, and outlines the key steps required to achieve success. Commitments can be small or large, financial or non-monetary, and philanthropic or core business-related. Many commitments leverage new resources through cross-sector partnerships, with commitment-makers combining efforts to expand their impact.

Each participating organization at CGI is required to make a Commitment to Action. In the case of CGI America, a new CGI America-specific commitment is not required if the organization already has an active and ongoing CGI commitment.

“We each have an unprecedented opportunity to take action and save lives. Working together we can accomplish even more.”

—PRESIDENT BILL CLINTON

WHAT DEFINES A COMMITMENT TO ACTION?
At a minimum, every CGI commitment must meet three basic criteria:

• **New:** A CGI commitment must present a new idea or approach to a major challenge. While ongoing work is not eligible, an expansion of a successful program with key new elements does qualify as a valid Commitment to Action. Additionally, participants can become partners on other CGI commitments by, for example, providing in-kind support or technical expertise.

• **Specific:** A CGI commitment must outline a specific approach to a problem, have clear and feasible objectives to be accomplished within a defined period of time, and articulate the desired outcome of the effort.

• **Measurable:** CGI commitments must have specific quantitative or qualitative goals that can be monitored by the commitment-maker to evaluate progress over time. As each commitment is implemented, annual progress is reported to CGI to demonstrate the extent of its impact.
THE COMMITMENT DEVELOPMENT PROCESS

1. Planning Conversation: After registering for CGI America, CGI staff will initiate conversations about potential ideas and approaches for a Commitment to Action. Elements of the planning discussion include:
   • Reviewing the commitment-making process and introducing the required Commitment to Action form
   • Discussing the participant’s priority goals, sharing how these goals align with their core business or strategic initiatives, and suggesting preliminary commitment ideas
   • Brainstorming partnership opportunities (if partners are needed), including identifying partners within CGI’s network and discussing how the commitment can be advanced through the CGI America Meeting

2. Commitment Development: With a concept identified, commitment-makers will complete the CGI Commitment to Action form. The form guides a commitment-maker through the process of describing key objectives, the implementation strategy, timeline and budget, and outlining quantifiable measures of success for tracking the progress of the commitment.
   • Commitment Review: CGI staff will review the Commitment to Action form and work with commitment-makers to ensure that it effectively meets CGI’s criteria of being new, specific, and measurable. CGI will also confirm that it matches the style guidelines required for posting on CGI’s website. CGI staff will provide tracked revisions on the form, and typically discuss feedback with commitment-makers via phone calls. It may take three to four drafts before the commitment can be finalized and approved by CGI.

3. Commitment Finalization: After revisions are incorporated, CGI will finalize the commitment. If the commitment is finalized before the CGI America Meeting, CGI asks that the commitment-maker hold all public announcements of the commitment until the first day of that meeting. At this time, the commitment will be posted on the CGI website. Prior to the meeting, select commitments will also be identified for formal featuring, and should not be publicly announced until the day they are featured at the meeting.

   Commitments made after the Meeting can be announced at the discretion of the commitment-makers. However, all commitment announcement press releases mentioning CGI must first be approved by CGI’s Communications team. Draft releases should be e-mailed to: press@clintonglobalinitiative.org. Additional press details are shared with commitment-makers upon finalizing their commitment.

4. Annual Progress Reports: CGI solicits annual updates during the first quarter of the year. These will be used to follow the details and progress of the commitment throughout its implementation and for sharing this progress with the CGI community, the media, and the public. Commitments that do not report on their current status may be deemed inactive and are subject to removal from the CGI website.
HOW DOES CGI SUPPORT THE COMMITMENT-MAKING PROCESS?
No matter the size or scope, the commitment-making process serves as a tool for CGI members and meeting participants to translate goals into practical and measurable action. To support the development of quality commitments, CGI facilitates action-oriented conversations, provides opportunities to identify new commitment partners within the CGI network, and showcases the new actions taken by commitment-makers and the successful results of ongoing commitments.

To support the development and success of commitments:

• CGI staff provides feedback and guidance during the commitment development phase and works directly with participants to improve their proposals via the Commitment to Action form.
• CGI facilitates action-oriented conversations to workshop commitment ideas and identify potential partners.
• CGI staff works with commitment-makers to identify potential commitment partners within the CGI network that can join and support the commitment.
• CGI offers a range of opportunities to showcase and amplify the work of commitment-makers and communicate their results. These opportunities consist of formal featuring at CGI meetings, being incorporated in meeting programming as a commitment “pitch” or a case study in various sessions, inclusion in CGI’s press communications, and posting on CGI’s website and blogs. These opportunities are extended year-round to select commitment-makers whose projects have demonstrated notable progress.
• CGI provides commitment-makers with an official CGI commitment-maker seal and a commitment certificate, signed by President Clinton.

MAKING A HIGH-QUALITY COMMITMENT TO ACTION
Below are key elements demonstrated by successful commitments and important questions for organizations to consider during the commitment development process:

• **Strategy:** Is there clarity of purpose and a sound strategy to deliver on the proposed outcomes?
• **Organizational Capacity:** Does the commitment-maker and its partners have the capacity to feasibly and successfully execute on the proposed strategy? Is the commitment-maker a passionate champion of the issue and have organizational support to advance the commitment?
• **Realistic Timeline:** Does the commitment include a realistic timeline for the stated outcomes? While the overall project may have a longer timeline, many successful commitments are between one to three years in duration. In many cases, commitments focus on a pilot approach that is shorter in timeframe, smaller in scope, and intended to demonstrate proof of concept.
• **Secured Funding:** Does the commitment include a clear and detailed outline of the related costs or investments necessary to succeed? Has the commitment-maker secured a portion of the total funding required and do they have a specific plan for raising the remaining needed funds?
• **Effective Use of Resources:** Does the commitment propose an effective and efficient use of resources, maximizing the impact for given inputs?
• **Impact Evaluation:** Are there strong methods of evaluation and clear metrics to track outcomes over time?
• **Partnerships:** How does the commitment-maker utilize the unique contributions and assets of its partners? Do additional partnership opportunities exist?

CGIAMERICA.ORG ★ CGI is an Initiative of the Clinton Foundation