Research on reputational capital and reputational risk (see Fombrun, Gardberg, and Barnett, 2000) suggests that by doing good, companies can increase customer loyalty, attract the attention of potential customers and potential employees, strengthen employee morale and productivity, gain a greater understanding of a variety of stakeholder perspectives, and increase the likelihood of favorable regulation. Corporate citizenship may also help increase a company’s legitimacy by forging strong community ties that protect against attacks from advocacy groups.