

## Business Development – Social Responsibility:

Everybody likes to get more bang for their buck, and the younger generation prefers companies that take social responsibility seriously. By becoming a company that helps its community, you will not only help yourself, but others along the way, while maximizing your business development dollars. It may sound cold on the surface, but if you can maximize these opportunities to grow your business, you'll ultimately be able to help more people in the long run as well.

The big key with most of these ideas are the following:

- You are giving product / services away at cost, not losing money. So this becomes 'free' advertising as opposed to investing in TV commercials, etc
- Press releases are your friend. If your program is unique, impactful, and makes a good story, media outlets may share it for you. Free advertisement
- Use these ideas to draw new customers in. They may want to spend the money but are hesitant. Knowing it supports a good cause may push them over the hurdle

Here are a few ideas to get you started:

- [Fill in the Blank] for a Cause
  - Promote an event that sells your product or service, but benefits a cause. Examples:
    - Workout for a cause – and sell your supplements or services at that event
    - Eat for a cause – Hot wing eating contest to raise awareness, hosted at your restaurant
    - Nails for a cause – do manicures with a symbol on them such as breast cancer awareness ribbon
- Run a food drive
  - November and holidays are common, but you may even leverage in off months to have less 'competition' for those donated goods.
  - Bring in non perishable foods and get \$X off your purchase
- New Member Bonus
  - Sign up this month and X% of first month dues donated to a family / food drive.
  - Leverage this by getting a multimonth contracts or selling products in bulk.
- December gift drive - same idea, but toys, or \$10 gift cards to grocery stores to be donated to a family in need

- At risk programs
  - Work with local at risk programs to offer products or services to kids in need. You can sometimes get 100% of dues paid for through stipends anyways and it promotes your organization within the community
  - Offer participant to be the 'customer cause of the month'. Do a bio on them and their family. Their individual challenges and goals. Advertise this in your monthly newsletter. This helps the family and continues to spread your good brand.
  - Set up sponsorships within your businesses community to get others to offer to pay the cost for your product or services to these at risk youth.
  - Offer internships to at risk youth or afterschool programs that can help them build a resume of accomplishments or teach them a trade.
- Put out a discount for Teachers, Military, AND people that volunteer 10 hours a month to other organizations, at risk councilors, etc. Promote helping people that help people.
- Online sales - promote that X% of online sales (TV shirts, gear, supplements, workout programs) will be donated to at risk families
- Offer that for every new member that signs up, you will give a free session to an at risk youth.
  - Bonus, if you can get that at risk youth to write a thank you note as part of the deal, it teaches appreciation and you can give it to the family that sponsored them. That family can then share it with friend and family, or the fridge magnet which long term is an advertisement for the company.
- Build partnership with other local businesses and put together an 'alliance' that all advertise you are helping the community. If in sports industry might do a supplement store, gym, used equipment, etc.
- Sponsorships – Offer programs to sponsor immigrants or struggling families
- Send Christmas Cards that thank customers for their business and share how much of their business was able to help the community this year.
  - Example – if they did any participated in any direct deals
  - Example – as a percentage of business done, as an organization if you returned 10% back to the community, then 10% of what every customer spent with you was their direct impact.

This is just scratching the iceberg for ideas that you can do to help your local community and promote your business. Every industry and every business is unique and wants to determine what fits best for their brand.

