


W **HAT**
IS CAUSE MARKETING
HY
IS IT IMPORTANT



**THE ULTIMATE GUIDE TO
IMPLEMENT STRATEGIES THAT
BENEFIT YOUR BUSINESS'
BOTTOMLINE**

Welcome



In this digital age almost everything is accessible. One area that gets a lot of attention is the impact businesses have on the world. Consumers search and are expecting them to be more responsible for their imprint on society and the world. In fact, 78% of Americans believe companies must do more than just make money; they must positively impact society as well.

Referred to as **Corporate Social Responsibility (CSR)**, social consciousness, or community engagement, it represents a series of initiatives that companies and entrepreneurs embed into their business model to develop strategies that support solutions for social, cultural, or environmental impact.

There are several ways companies can integrate CSR strategies into day-to-day operations such as creating its own foundation (501c3). This is highly proactive and initially that thought might be overwhelming. Therefore, many businesses rely on aligning with an existing cause or nonprofit organization. Maybe you're new to the idea, or maybe you're looking for new ways to innovate and evolve. No matter where you are on your CSR journey, this guide will first help you understand the power behind CSR and give you simple and effective strategies to put your plan into action. Then we will look at why it is good for business and how to get the best ROI through Cause Marketing. We will define **WHAT** is Cause Marketing and **WHY** is it important and outline how it works in *The PhilantREPRENEUR Model of Cause Marketing*.

Your ROADMAP

THE PATH TO CAUSE MARKETING



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About The Philantreneur™ Foundation

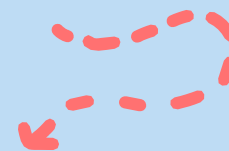
As our name implies, we believe in building a strong relationship between philanthropy and entrepreneurial endeavors. Founded in 2014 our vision is simple, *Build A World Where Businesses Believe In Giving Back* and our mission is to *Build Capacity Through Education, Awareness, and Resources*.

Our impact, a term we often use, will change the mindset and performance of organizations as we provide access to training and resources to increase skills, knowledge and the tools needed to implement effective strategies. These resources will benefit you internally such as management and operational systems, and benefits external ly implementing strategies and best practices that will change the economic and social environment. Our goal is to make the world a better place with collaboration and community engagement.

Over the years we have developed a diverse team of industry experts and have the capacity to provide programs and services which support both the for-profit and nonprofit sectors. These services include virtual training, support creating and launching a 501c3, implementing social conscious initiatives, and various tools and strategies which support business growth. When you have a chance check out our website and one of our programs [Systems Summits](#).

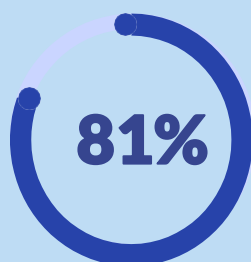
The Philantreneur Foundation is a Nevada Nonprofit Corporation with IRS tax code 501c3 designation. All donations are tax deductible as allowed under this or any future tax codes. ID# 47-1793642

Defining Corporate Social Responsibility



Corporate Social Responsibility (CSR) is a business practice that incorporates social impact into a company's business model. It can be internal initiatives such as recycling or using energy efficient supplies and equipment, or an external initiative that has a positive impact on social, economic, and environmental factors. It can be implemented by forming their own nonprofit, becoming a *Benefit Corporation*, or identifying an existing cause, or aligning with a nonprofit organization.

DATA



81%
of Millennial consumers expect companies to make a public commitment to charitable causes



87%
Of consumers will purchase a product because a company advocates for an issue they care about



88%
of Millennial consumers would be more loyal to a company who gives back

The noted data above contain powerful numbers. Through CSR programs, businesses can have an impact in the community while boosting their own brands. An important element for the community, it is equally valuable for the company as consumers and employees are now making decisions based on a company's values and impact. CSR activities can help forge a stronger bond between you, employees and consumers; they can boost morale, and can help both employees and employers feel more connected with the world around them.

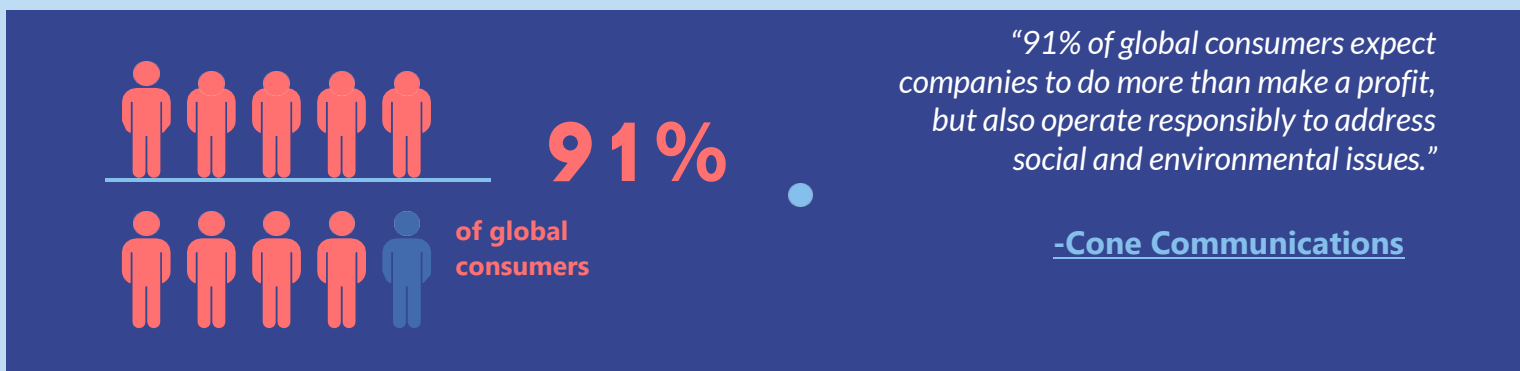
Benefits of Giving Back

THE DATA

Hard data provides a valuable snapshot as it supports the benefits associated with community engagement. If you're not completely sold on the idea of CSR, it's imperative you understand the value of investing in these forms of initiatives. Let's look at the data and why CSR is an integral tool to businesses and customers.

Brand loyalty is crucial for brands who want to survive in the never-ending sea of options. As e-commerce expands, it can be difficult to set yourself apart from the competition, and the vast landscape of the online shopping experience. With similar products flooding the market, how do you differentiate and become the brand that consumers not only switch to, but become a loyal customer of?

It is important to note that brand loyalty does not come from offering the lowest prices or the best deals, it is about creating an emotional and engaging connection that resonates with consumers.



On average, brands spend up to 11 times more to recruit new customers than retain an existing one.

As the largest generation, Millennials are the biggest influence on the market. As their buying power increases, they will continue to shape the shopping experience. This generation is faced with the harsh reality that our consumption habits are having a lasting and possibly irreversible negative effect on the world, causing these consumers to look to align with brands who do more than operate for profit.

Another factor impacting societies role is that we are in the mist of a 'WE' marketing trend. A phenomena that shifts every 40 years (2003-2043) between WE and ME focus. WE is all about community and being a part of something bigger then yourself (ME). That means integrating cause marketing is a necessity, NOT an option more than ever. CM demonstrates a desire to build a positive culture and concern for the community. This infographic also highlights why data-driven marketers are turning to cause marketing.



Why Data-Driven Marketers Are Turning To

Cause Marketing

Buying Power Is Shifting To Cause Minded Millennials



69% of the consumers have growing concerns about brands' impact on society



81% of millennials expect companies that they purchase from to make a charitable contribution

58% of millennials are more likely to buy from a brand that they associate with a cause



Cause Marketing Creates Authentic Engagement

90% of consumers feel that values are important when choosing brands



72% feel that it is important to buy from companies that reflect their values

64% of consumers avoid brands that don't believe in its stand on societal issues



Consumers Spend More On Brands They Believe In

Customers grow more loyal to a brand when they believe in its cause, which can increase lifetime profits by as much as **85%**



Adding a checkout donation increases AOV by up to **29%**

Brands that are viewed as making the world better earned an average of **\$9 per customer** over their competitors



71% of millennials will pay more for something if they know some profits will go to charity

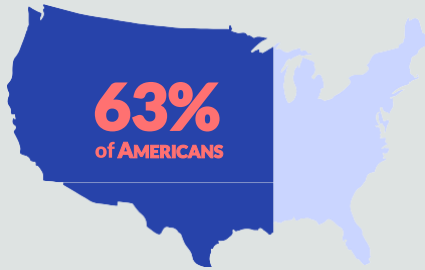
67% of people will pay more to contribute to a good cause



Source: www.shoppinggives.com/cause-marketing

MORE DATA

It's not just the younger generation that cares about positive impact, all consumers are interested in building authentic relationships with brands that give back and do more than just operate for a profit. This 'WE' marketing era emphasizes community.



"63% of Americans are hopeful businesses will take the lead to drive social and environmental change moving forward, in the absence of government regulation"

(2017 Cone Communications CSR)

Your corporate social responsibility strategy should be a top priority as consumers are watching the way brands are stepping up to the challenge.



"87% will purchase a product because a company supports an issue they care about."

- Cone

The correlation between giving back and brand loyalty is strong, yet many brands still have a hard time investing in their corporate social responsibility strategies. We need to remind you, givingback is good for your bottom line.

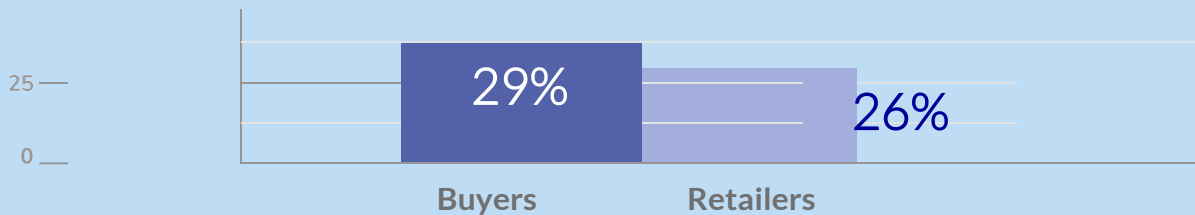
Brand Loyalty

Consumers who are loyal to your brand are more likely to make repeat purchases from you, are more likely to pay extra for your products over a competitor's product and are even more likely to recommend your company to others. In terms of sales, brands that are viewed as making the world a better place have seen their profits grow up to 9 times more than companies who are not (Havas' Meaningful Brands 2019 Report).



They Spend More

When it comes to giving back, buyers on average spend 26% more and retailers can see 29% more sales (Journal of Consumer Research). Furthermore, you'll demonstrate that you are committed to having a positive social impact while your competitors may not realize the potential of profits through CSR.



Next Up Activation & Strategies

Now that you understand the value of community engagement and that it is a **necessity** not an option, let's explore some actionable strategies and tips to help begin, evolve and guide your strategies.



TPF's model is grounded in three pillars - Passion, Purpose and Profits. We feel it is the framework for success. With so many ways to be a socially responsible company, it can be intimidating to start integrating CSR strategies into your day-to-day operations. The ideas below are just a handful of many possibilities out there. The most important thing to remember is to just start something, even the little things can make a big difference!



GETTING STARTED



The Journey to Real Impact

In the next few sections, we will detail the framework needed to implement CSR initiatives, some strategies, and finally the three elements of the Philantrepreneur Cause Marketing Model. The model maps out how to get the best ROI and launch a cause marketing campaign.

Ignite Your Culture

You set the tone of your company's culture, internally, externally, for employees, vendors, and consumers. Your brand should reflect your passion and purpose, and the values you have established. It is not about your products or services, but the human element. In turn it will be your path to success. It will increase your ability to attract talent and customers, and keep them engaged, innovative, and motivated. This will impact the ease of implementation. How does company culture fit in with integrating a new CSR strategy? It is the 'culture' that communicates values, purpose, and passion.

Unite Stakeholders

Who are your stakeholders? Everyone that could have an impact on your company's success internally (team) and externally (customers), and it is important to get these stakeholders excited about your CSR strategies. In larger corporate entities they get the executive team involved because employees often mimic the attitudes and behaviors of senior leaders and managers. However, for a small business it is important to showcase the positive message of CSR initiatives in your branding, marketing, and actions. This goes back to the company culture - your values.



TIP



Depending on your product or service, find a few options that fit with your "brand" to consider. You'll want to make sure to consider all your stakeholders' affinities.

CONGRUENCE OF INTEREST

ALIGNMENT

Align Your Values

Hopefully your company has already established a set of values that you stand by and are proud to have integrated into your business model. **Include community engagement as a key value.** Make it an integral part of your business marketing and goals model and include it in the strategic plan. The next step is deciding what cause would best align with your current values and correlates with your business. TPF calls it **Congruence of Interest** and it is a strategic process developed to gain the best ROI, and make it easier to build momentum and increase excitement about your CSR strategies. Having a CSR strategy that aligns with your current values can also help explain why your company is socially responsible and what is important to you.



TIP: Involve your team or survey customers to find out their passions and what they care about. Give them a voice and listen to them. Make this fun! You could do a volunteer day for everyone to participate and then do a debrief where you ask them what cause they want to support next.



IMPACT INVESTING

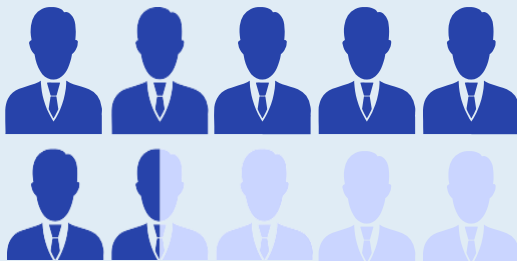
BUSINESS ENGAGEMENT



ENGAGEMENT Employee & Customer

Engagement is an important element. Think about it, it is called *community engagement* for a reason. There are several definitions for engagement but the one that resonates most in this context is that it is 'an emotional commitment'. Therefore, one of the most beneficial aspects of CSR is the way it ignites the company culture. People are looking for more meaning in life, and purpose-driven companies understand that it takes far more than free coffee to attract quality talent, and loyal customers. Establishing strong values that stakeholders can relate to and causes they are passionate about is one of the most important aspects of engaging them in the CSR strategy.

As a small business don't think you don't need a company culture. Your team, such as contracted VA services and your customers want to feel that they are serving a higher purpose, which leads to better performance, engagement, and commitment.



66% of employees are disengaged at work.

- [Gallup](#)

The key for many businesses is to treat all stakeholders as people with passion and purpose and to help them recognize that your company as a vital asset in the community.

INVEST time to cultivate your team.

Engage Your Customers

Team members are certainly an important element in CSR success but if you are a small business or solopreneur with few to no employees than you must invest your time in another strategy – engaging customers. Most businesses drive traffic to websites. This is where the customer journey generally begins. Customer support and consumer engagement will highly impact the success of CSR strategies so make your CSR a part of the customer experience and marketing. Make the customer journey exciting and fulfilling.

The Power of Loyalty - Optimize Your Customer's Purchase Journey

A great way to engage customers and boost the experience is with a loyalty program that stands out from the competition. Consumers are likely to join a loyalty or membership program of a brand they support when you combine rewards with social impact. It could be implemented by setting up a membership platform on your business website, or there are numerous paid platforms available that will manage a loyalty program. As conscious consumerism expands, you can cater to these shoppers by rewarding them with Loyalty rewards when they generate a donation and allow them to redeem those points for products or services or generate an additional donation in the future.

INVEST in tools to implement strategies.

TIP



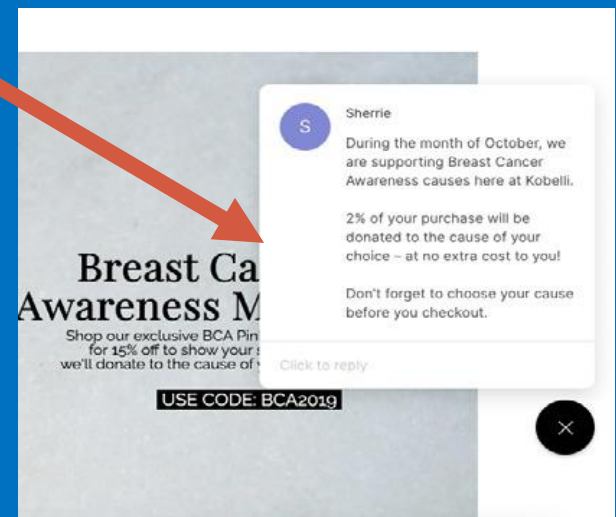
Integrating other technology solutions will help you create a more rewards and loyalty programs, you can show your customers that what matters to them, matters to you. And a great customer journey cannot be complete without exceptional customer service.



LOYALTY PROGRAMS CREATE A POSITIVE CUSTOMER JOURNEY

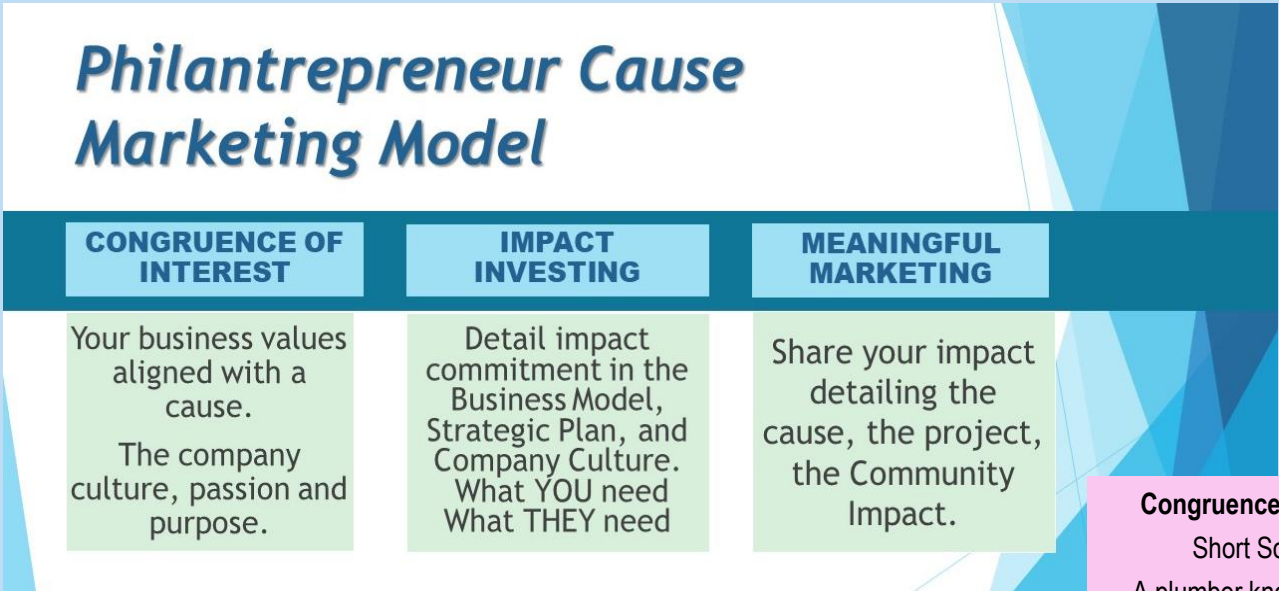


How are you engaging your customers when they explore your website? One effective strategy in the customer experience is an interactive popup 'chatbot'. You can combine social impact with customer service and in turn, boost customer loyalty. By using a chatbot feature, you can engage and inform your customers of your CSR strategy while also providing a call-to-action.



MEANINGFUL MARKETING

The **Philantrepreneur Model** is a three-step process that includes *Congruence of Interest* (who you support), *Impact Investing* (how you support) and *Meaningful Marketing* (telling your story). Following these steps ensure that you get mutually beneficial results for your business and the cause.



In previous sections of this guide, we outlined the role of business values and alignment (*Congruence of Interest*), and engagement strategies to provide what THEY need and what YOU need (*Impact Investing*). These two elements are important to CSR. Now we will focus specifically on the *Meaningful Marketing* phase which ties it all together and how to maximize the results.

Congruence of Interest
Short Scenario
A plumber knows his ideal clients are females – they don't mess with plumbing. He aligns his company with the breast cancer cause. He even adds 'pink' elements to his website.



TIP:

Once you've identified the cause you want to support, you will find yourself with so many opportunities to partner with nonprofit organizations and for-profit companies to leverage existing audiences and established reputations to create a presence in their market. Search for the best charities in the country locally and nationally.



Cause Marketing

promotes a relationship between a business and a non-profit organization for ***mutual benefit***.

Here's the **WHY**



1

All parties involved mutually benefit

- ✓ Nonprofits gain donations, volunteers and publicity.
- ✓ Companies gain boost in brand image, publicity, and sales.
- ✓ Happy and engaged employees increases retention and productivity
- ✓ Customers feel great about their purchase.



2

Satisfies consumers appetites for social responsibility

- ✓ In 'WE' era, society demands community engagement.
- ✓ 89% of Americans are likely to switch brands to companies associated with cause marketing.
- ✓ It's not a fad, in the last 20 years switching brand jumped 35% due to cause marketing



3

Your business can have impact and grow its bottom line

- ✓ A company can differentiate its services and products, boost brand image, gain access to new audiences and increase customer loyalty.
- ✓ Your help is needed by the nonprofit, builds goodwill making the world a better place.

Here's HOW to Implement it

- Document Organically & Authentically: i.e. pictures & live post
- Strategically market your engagement without mentioning your products or services.
- Use Social Media as the vehicle, share and tag, and keep it informal.
- Be proud of the work being done and say it.

As a recap and noted in the infographic Cause Marketing promotes a relationship between a business and a nonprofit for mutual benefit. *The campaign should highlight what cause(s) you are supporting, the impact it has in the community, and what changes and practices your company is going to engage in.*

Communicate Your Story

This is where the ROI kicks in. Telling your story is one of the most important elements of the Philantreneur Cause Marketing Model and where you get real Return on Investment (ROI). It also is at the top of the ***Content Marketing Pyramid of Effectiveness.***

Your story is powerful. Unfortunately, many people think it is being 'self-serving', We disagree - it is not. Spreading the message of why and how you support a cause gives that cause a voice. It highlights the cause and exemplifies their work. It is a more meaningful message to others. It shows people how important being socially responsible is to you and adds momentum to bring in supporters who also want to get involved. This will show others how crucial your cause is, and you can reflect on how your company helps to drive positive change in the community.

Being a socially responsible company is something to be proud of, so show it off! Your marketing efforts will bring more exposure and awareness to the cause which leads to increased support, donations, and volunteers. It is important to get the message out and let others know what you are doing to make an impactful difference.

TIP:



By telling your story, employees and consumers can feel more of an emotional attachment to what you support and you can even utilize video content to help visualize your story and your message. Get creative, be authentic and don't forget to add it to your Team or About Page! Once you've developed a multi-faceted story, you may also want to consider creating a dedicated social impact page.



STRATEGIES

PARTNERSHIPS: A partnership with a nonprofit organization will provide you with a network of others who have the same passion and allow you to integrate and develop a strategy quicker than you possibly do on your own. In a partner agreement they will also promote and market which exponentially expands your reach. Not only can you learn from their experiences, but you can also create friendships and more meaningful relationships with those partners.

It may seem obvious, but the initial steps to creating a partnership is to reach out to the nonprofit organization. You would be surprised how many businesses say they are supporting a cause but have never directly talked to or got their permission. Everyone assumes all nonprofits want support but you also want their commitment and engagement in the activities – especially the marketing component.

WEBSITE: Do you have a website? Share your brand's impact story is on an impact page. This is an easy way to highlight the causes that you support and the good that your brand does. You can even mention volunteer opportunities that your team participates in, and share giving metrics that show the impact that each dollar donated supports.



Social Media: Highlight your CSR activity by integrating impact messaging into your social media posts. A successful Cause Marketing (CM) strategy is one that your customers are aware of, know the impact and your company role in making a difference. By integrating impact messaging into your usual customer touchpoints, you can better build your brand story around your CM efforts.

TIP:



Utilizing social media tactics such as Instagram highlights to showcase the good that your brand does has never been easier and is the perfect way to create buzz about being socially responsible. Encourage others to join you to make a positive change and help them get involved!



It is important to be aware of the compliance around giving back. There are some regulations that help protect nonprofits and consumers and to ensure that your brand runs a responsible campaign. Learn more about the compliance in the Regulations and Guideline section near the end of this document.

Energize Your Customer

Many companies find it challenging to engage and energize customers. It is all about momentum. Tap into what excites them, has meaning, and immediate results. Sometimes it is simply because customers do not realize you are trying to create a positive social impact.

Leverage Sales

This is a long-term strategy that tells your story via product sales. We've all seen these strategies on numerous shopping website. "*Your purchase will support X cause.*" When you implement a strategy to dedicate a percentage of sales to a cause, you are promoting your passion, demonstrating your values, and tapping into the emotions of consumers. They 'feel good' about a purchase.



Simplify Your Call To Action

We always say, you got to tell customers what you want them to do. If a customer has made it to the checkout page it is obvious you have established a certain level of trust for a purchase. Leverage that trust on the checkout page with a *Call to Action* (CTA). Known as a *upsell* in the business industry you can ask if they want to increase their donation. Integrate simple technology to streamline your CTA strategy.

There are many types of tools you can use to enhance, empower, and increase the customer CTA journey. For example, TPF's website is WordPress with WooCommerce for checkout. We added the *Custom Thank Your Page for WooCommerce* plugin. It allows you to design a checkout page to promote a cause. The funds could come directly to your payment processor or be redirected to the cause. How about asking them to join a social / non-profit cause? All of these strategies are possible with the right tools.

How about a lead magnet on a landing page? We use Nowsite™ Marketing to create single focus pages to guide the journey. No getting lost on a website with too many options.

Tap Into Sales Cycles

Integrate Holidays and Events

Don't hesitate to take full advantage of special events or holidays where consumers are already engaging with brands more regularly. You must remember that the more your consumer spends, the more opportunity you can give back. So why not create a campaign around giving back during times where you know spending is high? There's no shame in that game.

Everyone likes a sale. In fact, these are strategies for your business to build a marketing calendar with holiday sales themes. Build momentum by tapping into existing events or create your own.

- **GIVING TUESDAY:** is the 1st Tuesday after Thanksgiving
- NationalDayCalendar.com: Find a day (or create your own) that aligns with your products or services. i.e. for tech services there is a *National Technology Day*.
- Anniversary Sale: It is always powerful to celebrate an anniversary with a sale.

#GIVINGTUESDAY™

TIP:



Be innovative and allow customers to select the charity of their choice. It takes a little more work on your part but the results outweigh the time. Your brand sends a clear message to customers that giving back is a top priority.

Measure to Maximize

Beyond engagement, it's very hard to measure the effects of CSR initiatives such as customer loyalty and improved reputation. They are hard to quantify, making it difficult to assess the value of your activities. However, engagement and measurement are the most important aspects of CSR as it enables you to:

- Disclose and justify the investment of your activities to your stakeholders and customers.
- Improve your decision-making and help evolve your CSR initiatives.
- Align your activities with your business goals and your values.

Influencers

Influencers are people/companies that already have high brand recognition. If you work with an influencer, another (non-competitive) company you can easily support their favorite causes while working with your brand. Your brand can gain exposure from their community of followers, and the influencer gets to support a cause that they love— it's a win-win.

Paid Targeting and Retargeting Emails

The above-mentioned strategies are organic marketing methods that don't require a huge investment from your business. However, you could do paid ads for your target audience - those who support specific causes. Through paid social tactics, you can target people who support the same causes that your brand does. Through these paid advertisements, you can let supporters of those causes know that by shopping with your brand, they can give back towards a cause that they already love.

To reengage with your previous customers, you can use retargeting emails. By reengaging with these customers, you can remind them that if they come back and shop with your brand, they can still support a charitable cause just by placing an order. To personalize this email, you can include the cause that they supported on their last purchase.



TIP:

Your best customers are those who align with your values. By targeting these consumers through value alignment, you can build a community of loyal customers who will continue to shop with your brand over others.

Transparency

To increase your brand loyalty, it is important to create meaningful relationships and to be transparent and authentic with consumers. As consumers become more tech savvy, they have access to more internal information. All it takes is one negative experience and within minutes your brand's reputation can be irreversibly ruined. Consumers have a low tolerance for any form of deception, business or nonprofit, and it's important that companies maintain their transparency and actively work towards platforming worthwhile causes to get the attention of consumers.



Donation Regulations and Compliance

Supporting a specific nonprofit organization can be done in many ways. Volunteering at events, serving on the board, in-kind donations or offering professional services. However, if your support is monetary through product sales be sure to for compliance and/or regulations that work together and may apply to your situation. Generally, they are state statutes and not all states have them. Check with the nonprofit, they should know the compliance requirements.



Register and File the Required Agreements

Are you advertising that the purchase of goods, use of services, or any other transaction of value will benefit a charitable organization? If yes, many states require you to enter into a written Commercial Co-Venture Agreement (CCV) with the charitable beneficiary. In addition, multiple states require you to register your company as a “Commercial Co-Venture” before the campaign goes live. Fines and penalties can result from carrying on a campaign without registering.

Check with your governing secretary of state for their requirements.

Get Permission to use Nonprofit Names and Logos.

This underscores the importance of developing a partnership and clearly mapping out the project’s initiatives and activities. Nonprofits work hard to become synonymous with their causes and missions. Just like building any brand, this requires a large investment of time, resources, and money. They also have a reputation and credibility to protect. Nonprofits protect the brands they’ve built and enforce trademark and name use the same as any business. Nonprofits will allow logo and name use to their partners and imperative that you receive permission before using a nonprofits name or logo in your marketing.



Show the dollar or percentage of the purchase.

Again because of the regulations that govern solicitation activity by 501c3 organizations, consumers should understand before purchasing a product how the purchase will benefit a specific charity or general cause. Better Business Standard 19 and many state's have made it clear that the amount being donated to charity based on the purchase should be explicitly state or shown to the consumer before they purchase. For example, if 10% of the purchase price of a \$100 item will be donated to charity, the customer should be informed before finalizing the purchase that \$10 (or 10% of the purchase price) is being donated when the purchase is completed.

Statements such as "we will donate x% of profits" or "x% of net proceeds" are vague and does not provide the amount to be donated to charity. The customer does not know what your company's "net proceeds" or "profit" will be from the sale. Therefore, these phrases are strongly discouraged

Using the format, 10% of each sale will be donated to X Charity, calculates the specific dollar amount being donated to charity for each product. You as the brand chooses the amount of each product's purchase price that will benefit charity, whether as a dollar amount or percentage. The final donation amount (pre-tax, pre-shipping, post discount) is displayed to the customer before and after the purchase.

Keep Detailed Records

Records to be maintained include:

1. Sales journals that specify amounts donated on a per unit basis
2. Adjustments to sales (refunds or returns) that result in donation adjustments
3. Donation receipts from payouts to nonprofits
4. Commercial Co-Venture contracts and campaign results. All these records should be maintained for a minimum of 7 years in case of a financial audit.

When running a campaign creating impact, you deserve credit for your efforts and the funds you provide to further a nonprofit's mission. Be sure to keep detailed records for your analysis, tax-deductions, and in case of future audits.

RESOURCES TO GET STARTED

The benefits and advantages, plus the impact a business can make in the community is why developing a CSR strategy is a must for your business. The data proves it, and you might have even more reasons. However, if you are a small business or solopreneur and can't assign an employee to develop the strategies, the process may be a bit overwhelming if you are new to the concept. TPF is here to help. We will,

1. Ensure you get maximum results and benefits from your program.
2. Help you know where to start, what to implement first.
3. Help entrepreneurs that wear many hats and adding one more task seems impossible. You can outsource developing the systems.

Whatever format you wish to pursue, consider CSR as an IMPACT investment.

USE THE HYPERLINKS TO ACCESS THE RESOURCES

The Power of Cause Marketing Virtual Training:

Virtually learn the What, Why and ROI of Cause Marketing

<https://CauseMarketing.now.site>



Free Downloadable Resources

- Content Marketing Benefits Infographic
- Edelman 2020 Brand Trust Report
- Content Marketing Pyramid of Effectiveness graph
- CM Congruence of Interest Worksheet

Start your own 501c3

Is starting a nonprofit a good option for your company? Many businesses want to leverage their assets. Creating your own foundation might be the answer. We can answer your questions and complete the entire application process as we guide you through the what, the why, and the how.



Google Adwords Nonprofit Grant

With an established 501c3, you become eligible for the Google Adword Nonprofit Grant - \$10,000 monthly credits to run Google ads. Every 501c3 is eligible and it is non-competitive. That means, if you apply, and a few basic requirements are in place.... You get the grant!

This 3 Part Series explains it all: <https://GoogleAdGrant.now.site>

Voices From the Field.

Use the power of storytelling, content marketing, and community impact with our options to become a published author or as a book contributor. Be included in the next edition of **Voices From the Field** anthology book. The benefits have high impact.



ADDITIONAL RESOURCES

Resources for nonprofits and businesses to maximize productivity and profitability.

[NowSite™ Marketing](#) Artificial Intelligence (AI) Power Tool

[Systems Summits](#): Virtual training for small business

Topics

Webi

To see all our tools and resources visit

<https://SystemSummits.com/ResourceToolkit>

YOUR CONSULTANT

[DR. VICTORIA BOYD](#): Author | Trainer | Consultant



SCHEDULE A CHAT TODAY TO EXPLORE YOUR OPTIONS

Get a 30-minute consult on CSR strategies for your business.

SCHEDULE NOW