

Giving Back to Community Pays Returns to Your Organization

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There's not a day that goes by in which our business is not asked to provide our services pro bono to one of the numerous worthy causes in our community. I have no doubt that your business is also asked for its time, resources or products/services too.

With rushed schedules, limited resources and an abundance of requests, it's sometimes difficult to decide what to become involved in and/or give to. It can become overwhelming, but we believe it's critical to give back because, in the end, the payback can be great.

Each business in our community has tremendous assets, and good stewardship is about matching your resources – whether it is dollars, staff time or products/services – to meet the need of those you choose to support.

Two pieces of advice:

- For businesses: Select organizations that meet your corporate mission or reflect its employees' interests and/or personalities. As a rule of thumb, under-promise and over-deliver. The organizations you support will take on your bragging rights and your return will come back to you in future sales, positive image and ongoing goodwill.
- For non-profit organizations: Provide businesses a true opportunity to become visible or involved. If they cannot offer funding or sponsorship dollars, usually they are willing to provide support in another way. And, the more they can become involved – whether it is by offering staff to volunteer at events or an in-kind item for a silent auction item – the more likely they will have a vested interest for more support next time.

Giving back to the community should be one of the essential components of any business. In the long run, giving back provides considerable returns of your monetary or resource support.