

5 Ways Your Business Can Support a Charity

Written by News Feature Team



Do you want to build social responsibility into your brand? Are you looking to use your business to make a positive impact and do something meaningful outside of your company alone? One of the many benefits of having your own business is the ability to support charitable causes that you are passionate about.

While personal interest and care for a particular cause may play a large part in selecting a charity to get behind, you may want to consider selecting a charity that your business shares a relevant connection with. For example, if you own a car dealership, you might consider supporting [Cars for Cancer](#), and if you are a dog groomer, you may wish to support an animal welfare organisation.

If you want to make a real difference for a great cause but you're not sure where to start, be inspired by these 5 ways your business can support a charity.

1. Donate a percentage of sales

Donating money to the charity of your choice is a great way to contribute. This could be all or part of the proceeds you make from a particular item, or simply a percentage of your total profits for each month. This percentage doesn't have to be huge. Whether it's 50%, 5% or 0.5%, whatever you can manage to donate will be much appreciated.

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2. Donate your products or services

Not all donations need to be in the form of money. You can contribute your goods or services as donations for raffles and other fundraising events. This is also a great way to get your product and brand out there, so it's a win-win for both the charity and your business.

3. Sponsor or host a fundraising event

Gather your employees, customers and community members and organise an event to raise money for your chosen charity. This event could be a charity walk, a dinner party, a silent auction – whatever feels most appropriate for your audience. Whether you sponsor, host or simply lend a hand at an event, it will be a huge help. Don't forget to use your network of contacts, website and social media platforms to promote the event and get the word out there prior to the big day to ensure you bring in a big crowd.

4. Get your employees involved

Encourage your employees to get involved and volunteer their time for a good cause. You may like to dedicate one hour a week to closing up shop and having your staff assist at your favourite charity. Offer incentives for their participation, especially if you are looking for staff to volunteer during the weekend or holiday period.

5. Offer discounts and promotions for donors

Another easy way to support a charity is to offer discounts and promotions for members or contributors to the charity of your choice. This incentive will help to encourage customers to get involved and donate to be eligible for the great prices.

If you want to build a meaningful legacy for your business, supporting a charity is the perfect way to give back. In helping a charity you are also benefiting your business as customers are

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more likely to do business with a company that is involved with the community and supportive of a good cause. If you have a favourite charity in mind, take inspiration from these 5 ways to support a charity and raise awareness of your brand while you raise awareness of a cause that is important to you.