

The Link: Profits for Businesses & Non-profits

"Architect of Meaningful Income Growth"

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CSR, Company Philanthropy, and Your Website



Guess what a survey of the websites of twenty construction firms revealed about their corporate philanthropy and corporate social responsibility (CSR)? Not much. Half of the companies, selected because of their philanthropy, didn't share it on their sites.

Even if you're not in construction, here's why it's smart to share your business' corporate responsibility practices on your website.

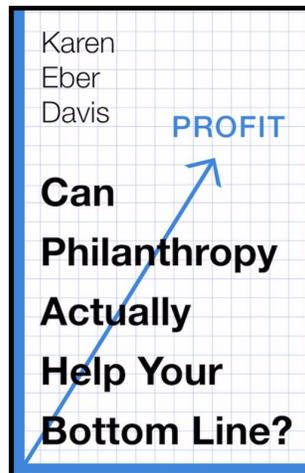
1. **Customers.** Somewhere between 81 and 94 percent of shoppers, including individuals and businesses, consult websites before purchasing. Unless you've decided on anonymity (i.e., you *never* let nonprofits list you as a contributor) your gifts of time, money, and resources support your brand. Your philanthropy offers connection points for customers with similar interests. Successful partnerships, also, indicate your ability to work with diverse and sometimes challenging clients.
2. **Potential Employees.** Given that the vast majority of customers check websites, it safe to assume that smart job candidates also investigate sites. (Studies show that *after* what your company does and your workplace culture, many candidates choose companies because of the causes supported.) Philanthropy demonstrates that your firm cares about more than the bottom line. It's an incognito statement about your culture.
3. **Nonprofit Partners.** As government funding fluctuates and nonprofits increase in their professionalism, expect to receive even more requests for funds. Are you a likely partner for their cause? Your website is one of the first places professionals scrutinize to learn about you. Clear interest statements reduce poorly matched requests. And when unsolicited requests arrive, they offer you cover to comfortably say "We only consider request that match our guidelines."

Your site offers a low-cost, long-term opportunity to share your philanthropic interests. Email [Karen](#) for an eight-point guide on how to effectively do it.

Karen provided invaluable help as I began working with nonprofits. She helped me as a business leader understand their uniqueness, benefits, and characteristics.

Gary Patterson
President
FiscalDoctor, Inc.

Announcing Karen's Newest E-book



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The Link helps you to discover the distinctive opportunities businesses and nonprofits share.

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