

The Link: Profits for Businesses & Non-profits

"Architect of Meaningful Income Growth"

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Discounts: Crafting Nonprofit Perks that Don't Bite Back



Many businesses express their philanthropic intent by providing nonprofit customer's special promotions. Read on to learn the benefits and challenges of discounts.

Discounts

What is it? You offer your nonprofit customers an automatic price reduction. Adobe, for instance, "offers nonprofit pricing discounts. . ."

Pro: Nonprofits buy your services for less. You know the answer when prospects ask you for donations. And, when the cost is the deciding factor: they pick you.

Con: Discounts can increase price competition to your detriment. Besides, did you know that the best

nonprofits shun discounts? These entities require top-notch resources. Discount signal second-class customer-ship.

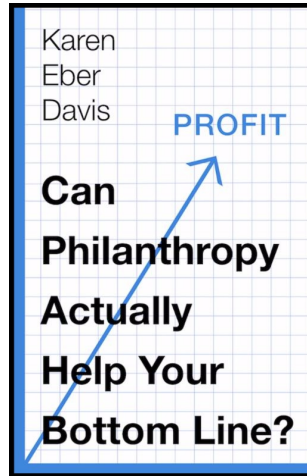
Avoid The Bite: Instead of (or with a discount) consider offering inexpensive-to-you philanthropic benefits to differentiate your firm. How about redesigning an existing event so your nonprofits can mingle with potential donors? Or, endorsing a different nonprofit's work in your publications every month?

Thank You for Your Generosity

Discounts represent one corporate philanthropy technique. All methods reflect your generosity. Each helps you to fulfill your corporate social responsibility. To learn more about how corporate philanthropy enhances profits and performance, download [Can Philanthropy Actually Help Your Bottom Line?](#)

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Karen provoked new thinking about old habits with nonprofits. She showed me possibilities I would never have thought of on my own.

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

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