



Grow Your  
Business by  
Getting  
Involved

2024



Getting your business more involved in the community can help build strong relationships, enhance your reputation, and attract local customers.

# Sponsorships & Donations

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- Sponsor Local Events:** Partner with community events such as fairs, sports teams, school activities, or charity events. This increases visibility and shows support for local initiatives.
- Donate Products or Services:** Offer your products or services as prizes for local raffles or auctions or donate to local charities and causes.





## Host Events

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- **Community Days or Open Houses:** Invite the community to visit your business for a special event. Offer discounts, free samples, or demonstrations of your products or services.
- **Workshops and Seminars:** Host educational workshops or seminars that align with your business expertise. For example, a restaurant could host a cooking class, or a fitness center could offer wellness workshops.



# Volunteer

- **Volunteering:** Volunteer in the community and offer paid volunteer days to your staff. This can foster team building and show your business's commitment to social responsibility.
- **Community Service Projects:** Organize company-wide community service projects, such as park cleanups, food drives, or assisting at local shelters.



# Collaborate with Local Organizations

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- **Partnerships with Schools:** Collaborate with local schools by providing internships, mentorship programs, or career talks.
- **Nonprofit Partnerships:** Work with local nonprofits on projects that benefit the community. For instance, a restaurant could partner with a food bank, or a retail store could host a clothing drive.

# Networking

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- **Join Community Groups:** Get involved with local groups like the Chamber of Commerce, business associations, or special interest groups.
- **Attend Community Events:** Show up at community events as a business representative. This helps you stay informed and connected with community issues and opportunities.





## Support Local

- **Promote Local Products:** Source products or services from other local businesses and highlight these partnerships.
- **Shop Local Campaigns:** Participate in or organize "shop local" campaigns to encourage community members to support local businesses.



# Communication & Engagement

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- **Social Media Engagement:** Use social media to promote your community involvement. Share stories, photos, and videos of your participation in local events or causes.
- **Newsletter:** Create a newsletter highlighting your business's community involvement, upcoming events, and local partnerships. This can help keep your customers informed and engaged.

# Community Boards & Councils

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- Get involved with local advisory boards or Councils that influence community development and speak to your passion and/or line of work.

Your business expertise can contribute to community planning and decision-making.



# Summary – Get Involved!

## Three Main Takeaways...

- **NETWORKING!** Joining local business organizations and the Chamber of Commerce provides networking opportunities and increases your visibility in the community.
- **VOLUNTEER!** Offering your time and expertise to local organizations/causes not only gives back to the community but can also provide great “networking” opportunities.
- **PARTNER!** Partnering with other local businesses to help promote their products and services will not only benefit them, but also you.



But, most of all...

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**SHOW  
UP!**



# Questions?

Thank you!

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