

Supporting Community Members in Need of Help

US unemployment exceeds 10%. Community involvement is always good for business - but if your own business isn't struggling right now it's more important than ever to give back. Here are some ways to help those in need.

Organize a Food Drive



When news of the pandemic first hit, some people stocked up on food. These people may have excess food now - while others in the community can't afford food at all. A food drive can get that food to food banks, where it's needed most. Offering contactless food pickup from porches may increase participation. Make sure food safety standards are followed by those who donate and your shop!

Donate Some Marketing Space

Are you dropping off flyers or mailing postcards? If so, leave a little space at the bottom for a local charity. In that space, write a quick note like "Help Our Community Members Get Back On Their Feet" and the web address of a local nonprofit helping those affected most by the economic fallout. If it leads to donations, your efforts will be a boost to your reputation and the nonprofit!



Help Local Children Receive Education



Many school districts are teaching students remotely for at least some days during this coming semester. This is creating childcare and technology challenges for families across the country. If this is happening in your area, supporting nonprofits providing low-cost childcare and laptops helps to ensure that all children are supervised and educated during a tough time for our country.

"Act as if what you do makes a difference. It does."

-William James



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