How to Raise Awareness of Your Business when Fundraising for Charity by Jake Edmund

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We all like to do our bit for society whenever we can. But it isnâ€™t always easy to know what to do for the best, especially from a business point of view. Luckily there are ways in which corporate fundraising can benefit the business as well as the charity that is chosen. You just have to understand the process so you can make as big a success of any fundraising event you choose.

Many businesses choose a particular charity to support for the long term. This may be a popular and familiar charity to many, or it may be a charity that is close to the business in some way. Whatever it may be, it can benefit from all the charity fundraising events that the company chooses to create.

This is where the benefits for the business come in as well. For starters it is a great way for everyone to get involved and have some fun outside of business hours. For example if you decide to organise a large BBQ and fun day for the staff, everyone can enjoy some downtime and getting to know each other outside of work. There are plenty of ways that people can get involved and enjoy helping in the organisation as well, so you can see how useful it can be with regard to teamwork.

Another bonus is the publicity that the business can enjoy. This will of course be a very positive thing, and news of the charity fundraising events may appear in many places. Local newspapers, news channels and other magazines and websites relevant to the nature of the business may all pick up on the story. It just goes to show how corporate fundraising can raise awareness in lots of different ways, instead of just raising cash.

This form of fundraising can also be a good way to give everyone in the business something else to bring them together. Regular events and ideas can be planned throughout the year, and everyone can have a say in what happens and what methods can be used to raise money for the chosen charity. Some businesses opt to change charities every year, while others stick with the same one the whole time. It is up to you what approach you take for your own business, but whatever it might be you can be sure you will appreciate the need to do your bit for charity.

It is also plain to see that everyone benefits from such an arrangement. The charity benefits from the donations; the employees benefit from getting together and enjoying the process; and the business benefits too. Publicity like this is never a bad thing, and the charity makes headlines as well. Itâ€™s a win-win situation.

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Jake Edmund - About Author:
a FLIP project is a joint venture of Bonita Trust & Credit Suisse. Bonita is a a philanthropic foundation providing charitable funds all over the world for improvement in areas of health, education, etc. Visit http://www.flip.gi for more information.

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