PHONAK
life is on

A Sonova brand

# Connecting with community.

Using philanthropy to grow your business

# Connect with your community

## Proven, cost-effective ways to boost sales and build your brand

A community outreach program provides a high return on your investment. It's a low cost way to improve your business image, increase visibility with prospects and reinforce loyalty with existing customers.

After all, people prefer doing business with people they know, like and trust. And community outreach enables you to interact with members of your community, casting your practice in the most positive light, which paves the way for future sales.

A popular form of outreach is philanthropy. Keep reading to discover why it can be so rewarding and learn some tips and techniques to ensure success.

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# Philanthropy

## Why good deeds are good for business

# Getting involved

## Where can you do the most good?

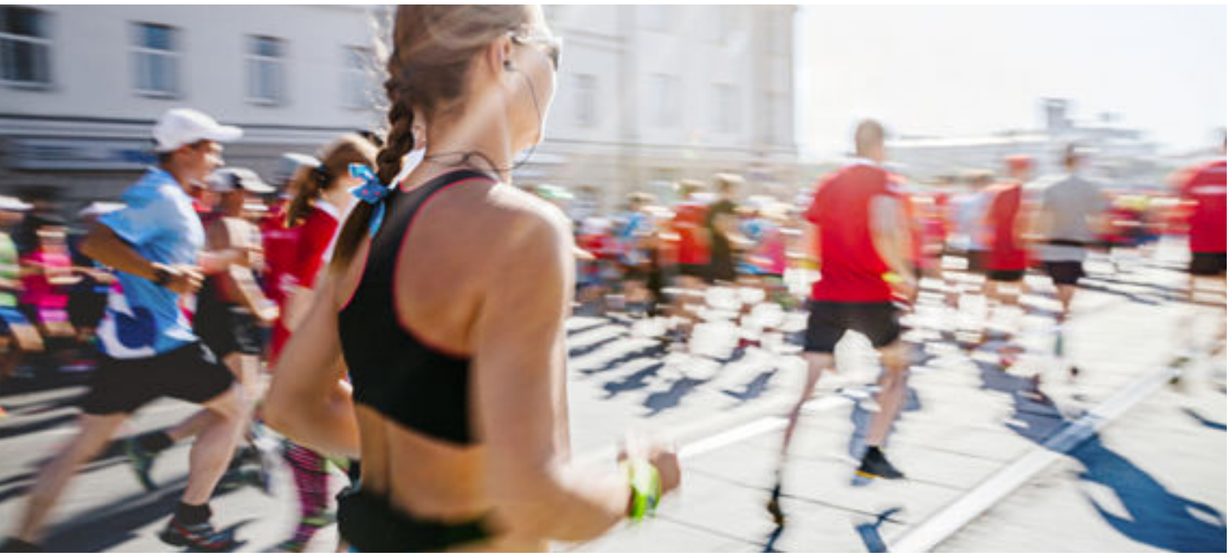
There are multiple ways to lend support to worthy organisations – and not all of them involve donating money. You can volunteer at a local non-profit, offer free hearing screenings or donate products. Since the best partnerships are those that offer mutual benefits and tap into your expertise, consider working with local or national hearing health organisations.

### Sponsorships

Find a cause or event that's meaningful to people in your area, especially one that resonates with your clientele.

Sponsorship examples include:

- Participate in a local Walk4Hearing and support your hearing loss charity association.
- Sponsor or host a "Well-hearing is well-being event"
- Health-related fundraisers for organisations such as the Alzheimers, Heart, Diabetes or Cancer associations
- Host an in-office food, coat, toy drive, etc., and invite both the community and your patients to stop in and drop off donations
- Sponsor a local sports team or league
- Support a local event, especially one that's related to sound — a summer concert in the park or community theater group
- Donate a portion of your sales to a hearing aid charity



**Don't forget to use your existing connections**

Get your employees involved! It's a great way to make a real difference and build your company culture at the same time. If you, a staff member, the local government or a part of your business network already have a connection with a charity or cause, use your business's resources to enhance the effort.




### Which charity or organisation is right for me?

It is important to carefully choose a charity in which to invest your time, money and reputation. Ask yourself:

- What is the charity's mission?
- Does it align with the values of my business?
- Is this a strategic fit? Are their natural synergies between my business and this charitable organisation? A hearing health organisation or a senior community centre are obvious choices.
- How will my money be used? Will it go to a general fund or can it be directed to a specific program?
- What percentage of the dollars collected actually go towards programs vs. overhead and administrative costs?

There are a variety of online services that can help you evaluate different charities, including:

Australian Charity Guide
australiancharityguide.org

1 General Social Survey, ABS, 2019 Table 15s

### Donate time, expertise or products

Money isn't the only thing that you can donate to charity. Contributing your time, products or services is an excellent way to help your community — and polish your image.

Donation ideas include:

- Donate hearing aids to charity
- Offer free hearing checks to clients of charitable organisations
- Donate a TV connector to a nursing home or senior center
- Join a philanthropic organisation such as the Lion's Club and volunteer your time
- Offer to donate products or services for auctions, fundraisers, banquets or other nonprofit events
- Arrange time off for your staff so that you and your team can volunteer together at a community service event

You're in good company when you volunteer your time. Across Australia, it is estimated that nearly 6 million people volunteer through an organisation annually.[1]

# Publicising your efforts – press releases

Everyone loves feel-good stories about businesses that do good and a well-written press release that focuses on positive results – who benefited from your charitable efforts and how – is a great, low cost way to market your philanthropy.

See below for tried and true methods of constructing a press release that will get the word out about your business.

A sample press release is included below:

## Elements of a good press release

Heading: This must immediately grab a reader's attention. Keep your headline to fewer than 20 words.

Sub-heading: A single sentence that summarises the entire content of the press release. It can be just as important as the heading because it gives readers a taste of the content to follow.

Opening paragraph: Begin your press release with 2 or 3 sentences that provide a quick overview of the news and why it is important. It should read easily and make your news sound exciting to a general audience.

Sum up details in the second paragraph. This is the place to give details that support your lead, but keep your message simple and informative.

Elaborate in the following paragraphs. Here is where you can add more details and human interest information on your recipient. Include pertinent quotes from your recipient and your spokesperson.

Boilerplate: Include a brief company profile and contact information.

### Indicates Press Release is finished

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE:
CONTACT:
[Contact Person, Organization, Name, Voice, Phone Number, Email Address, Website URL]

[YOUR TOWN] WOMAN RECEIVES FREE HEARING AIDS FROM [YOUR PRACTICE]
*Local business partners with Lions Club to provide life-changing technology to woman in need.*

**CITY, [State], [Month, Day, Year]** – www.**[Your URL]** – **[Recipient's Name]**, **[Age]**, received a pair of hearing aids **[Date]** from **[Office Name]** thanks to a partnership with Lions Sight and Hearing Foundation. **[Biographical Info; example follows]** A retiree, who raised a family and worked in factories her entire life, she lives on a small pension and social security. "Their generosity is beyond belief," said **[Name]**. "I could never afford them otherwise. It's a dream come true!"

**Since 20XX**, **[Office Name]**, has provided free or low-cost hearing aids to over **XX** area individuals. Those in need of hearing help (individuals or organizations), who may otherwise be unable to afford it, are eligible to receive assistance. Hearing aids are custom fit to each patient. Nominations may be made directly to **[Office Name]** or the Lions Club.

**Appreciation for Every Little Sound**
**[Further Recipient Info; example follows]** **[Name]** has suffered from severe hearing loss for several years. As her hearing failed, she lost the ability to carry on conversations, in person or on the phone. "I can't understand what people are saying to me," said **[Name]**. "It became so frustrating that I was starting to give up. I even stopped going to church because I couldn't understand the sermon."

"We are just thrilled to be able to help **[Name]**," stated **[Insert Audiologist/Dispenser Name]**. "She's a lovely, truly deserving woman. Helping those in need is what our practice is all about!"

**Life-Changing Hearing Care**
Throughout its over **XX** years in business, **[Your Practice Name]** has sought creative ways to help hearing-impaired individuals gain access to their innovative products and services. This is the latest example of how the company is helping achieve this goal.

**ABOUT [YOUR PRACTICE]**
Founded in 19**XX**, lorem ipsum. Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit. Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit. We're located at **[Your Address(es)]**. For more information, call **XXX-XXX-XXXX** or visit us online at www.**[Your URL]**.

###

62 per cent of Australians surveyed say they have reevaluated their priorities in life during the pandemic, and want to buy their products and services from companies doing some good[2].

2 The Conscious Customer Report 2021.



## Tips for getting your press release out to the public

Think of your press release as news release or news update that can be shared widely. Using the internet and social media, information can be sent and received by just about anyone, making it easier than ever to get your message out to the public.

### Think website first

Your website's "news" or "announcements" section is the perfect place to post your press release. And of course, posting fresh content helps improve your rankings when people search for you online.

### Go social

Create a link to your press release and share on Facebook and Twitter. If you use Instagram or Pinterest, post pictures of your event along with a link to the news page. Encourage your staff and followers to Like, Share and Comment to spark conversation.

### Traditional news outlets

Consider reaching out to the local press – print, digital, TV and radio journalists are always looking for new stories about community activities and businesses. Start with smaller media outlets in your area and then...

- Search their site for reporters writing about health, technology or charitable/human interest stories, or try the publication's general "news tips" mailbox. Search Google and Twitter for email addresses if you can't find them on the website.
- Email the reporters – personalise each email with his/her first name, use a brief, catchy headline that grabs attention, then state in simple, direct terms why this news is important. Offer yourself or someone in your practice to speak with them if they want to learn more.
- Copy and paste the actual press release (not a Word document) in the body of your email. Remember, your goal of emailing reporters is not to simply have the them republish your news, it's to establish a relationship with them.

Don't forget to ask your charity partner to highlight your involvement with their organisation in any press releases they issue. Their acknowledgement of your support is a meaningful endorsement that will resonate with members of your community.

### Consider a paid wire service

For best results, invest in a paid press release and distribution service like PRWire (prwire.com.au) or NewsMaker (newsmaker.com.au). These services send your press release to hundreds, even thousands, of online publications, many of whom auto-publish news directly to their website. It's a great way to increase your visibility in search rankings and exponentially increase the number who are likely to read and click through to your site.

# Publicising your efforts — social media, website, advertising and more


## Social media/website

In addition to using social media and your website to publish your press release, these tools are invaluable for getting the word out about upcoming events. Post information on your website, Facebook and LinkedIn pages, along with other social media outlets. Invite your business network and social media followers to participate in an event. Share photos and videos of the activities leading up to the event, the event itself and any follow-up. Post results — how much was collected, what was distributed, how many attended, who benefited?

## Advertising

Depending on your current marketing plan, both digital and traditional (newspaper, radio or TV) advertising can help get the word out about your efforts. Reference an upcoming event or a recent sponsorship. Include links to your website and social media sites. Make your philanthropy the focus of the entire communication, or simply add a line, e.g.: "Proud sponsor of..." or "Thanks to all who participated..."


## Direct-to-consumer

Use email and/or direct mail to reach current patients and prospects – both user and non-user. A charitable event makes a great email subject line or a tease on a direct mail piece. Simple in-office flyers and window clings let patients and passersby know of your efforts.

## Event marketing

Donations to and sponsorships of local events are usually noted in event programs. You may also be offered a free ad in that publication. If you're sponsoring a sports team, request that your logo appear on the uniform. When donating time, make sure your staff wears branded t-shirts or other apparel.