

Top 10 Reasons Why Businesses MUST start a Nonprofit

Turn Your Dollars Into Impact Without Losing Focus In Your Business

1 Do More Good In The World

People can lose track of why they started their business. Some main reasons are: To serve, add value, make money, have more impact and provide for their family. Having this "cause" re-sparks the passion into the business!

"When we feel love and kindness towards others, it not only makes others feel loved and cared for, but it also helps us to develop inner happiness and peace."

-Dalai Llama

2 Gain More Credibility

When you have a nonprofit and a charitable side of your business that say a % goes to. To either help your community or to help do more good in the world, activates reciprocity and influence faster. This means less "get to know your time." And more trust for you and your organization!

"The Secret To Living Is Giving."

-Tony Robbins

3 Stand Out from Your Competition

You probably already have an amazing product or service, but I can guess you still wouldn't mind having more visitors to your website or to your store front. Because we all know sales is the lifeblood of a company, and we also know the best product or service normally never wins, it's usually the best marketing. Have your philanthropic activities be featured and share why this is important to you!

4 Access To Grants

Secure amazing and incredible grants that are created for mission driven, philanthropic charities, that are available only to Nonprofits. Google has a powerful one that gives you \$10,000/month or \$120,000 per year in free advertising for life to educate and empower about your cause. Having more \$\$\$ and access to resources usually goes along way!

5 Enhance Your Culture

Getting your team and colleagues aligned and having a focused effort approach can lead to more efficiency and productivity throughout your business. Giving you more concentrated focus, teamwork and this resilience, As Bruce Lee says - "The successful warrior is the average man with laser-like focus."

6 Bring In More Sales and Exponential Growth

Naturally people who love your cause or your mission in the nonprofit, usually want to know more about the founder and what they do. Which means more traffic, more searching you and your business, and organic awareness!

"Stop Selling. Start Helping."

-Zig Ziglar

7 Harness Cause-Based Marketing

Nowadays majority of millennials and "gen x'ers" are leaning more towards a cause that relates to them over historical prestige. Example: If I had a puppy rescue, and you obviously love puppies :,), and a % of the sale goes towards the puppy rescue, you now are more likely to do business with me, because of that "Cause."

8 You're Helping A lot More People

Being able to provide a helping hand to someone in need, can mean the absolute world to someone and cause a ripple effect of positive change throughout their lives. One quote I love hearing was, "Our worst nightmare is someone else's dream." That is so true if you think about it, we are blessed to have running water, shelter, clean air, freedom of rights, a safe place to grow and so much more. Let's up-level our contribution and help more people.

"You must not lose faith in humanity."

-Mahatma Gandhi

9 Ignite Passion and Energy

Having a life force, a burning desire, and internal compass leading to doing more of what you love. Having that motivation that pushes you and that inspiration that pulls you. What would this be worth to you? Creating a nonprofit ignites all of that and more!

10 Build A Legacy

Having something that lives on for generations, beyond just your work. Something that you can look back on and say, "I'm proud of that, this was something that I'm grateful to have started." Impacting millions of lives or even just one or two, and that could be your kids or family. Having a legacy that's worthy of a stadium applause, let's begin..

Have You wanted to help, but didn't know how? We've made it easy...

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And Be The Impact You Want To See In The World.



SCAN ME