

LAUNCHING A CSR STRATEGY



How to launch a CSR strategy and use it to attract more business while helping charities, the community and the environment.

Jonathon Walsh | **Business Grow**



SEE INSIDE to find out how you can receive 259,000 yen of powerful business marketing tools, media services, reports and turnkey strategies that can help you promote your business to virtually any potential customer, obtain media publicity, control costs, help the environment, and sell more – for just **69,000 yen**.

Launching a CSR Strategy

Looking for ways to leverage your business to support charities, the community and the environment? Here's a smart way to turn your passion into action.

Commit to making a difference

As growing numbers of consumers become conscious of the impact they are having on the environment and their communities, this diverse and discerning market is increasingly throwing its support behind companies that are actively supporting the environment, communities and charities.

By integrating a CSR program into your business, you can not only help meet the needs of this expanding market while supporting worthwhile causes, but you can also tap into an entirely new eco-conscious customer base. *And it's easier than you think.*

Why introduce a CSR program?

Key reasons why implementing a CSR program into your business strategy makes smart business sense:

1. Boost sales by promoting to potential customers that a portion of revenues from the sales of your products and/or services will be donated to a support organization(s) of their choosing.
2. Makes your products and services more attractive than those of your competitors by providing customers with an easy way to support worthy causes through their purchases.
3. Gain the ability to financially support charities, environmental and community organizations on an ongoing basis.

Benefits of a CSR strategy

- ✓ Enables virtually any business to support charities, environmental and community organizations.
- ✓ Boosts revenues of environmental, community and charity organizations, enabling them to do more.
- ✓ Gives your business a key point of difference and makes it more attractive to the growing eco-conscious market.
- ✓ Easy to promote - simply mention your CSR program in your sales material and advertising campaigns to significantly improve the chances you will secure a sale.
- ✓ Become a role model for other businesses that may want to engage in sustainable business practices.
- ✓ Enables you to turn your desire to make a difference into real, tangible results.

Produced by Business Grow

e-mail: info@businessgrow.net **URL:** www.businessgrow.net



Key considerations when launching a CSR program

- What are my core motivations for wanting to do so?
- How will a CSR program benefit my business?
- What kind of CSR program best suits my business?
- What time/staff commitment will it require to set up?
- What ongoing commitment is required?
- Where do I start?

1. Create a list of organizations ('Partners') you want to support.
2. Decide which products and/or services you will market using your CSR strategy.
3. Decide how much you will donate ('donation amount') to the above Partners per sale.
4. If necessary, contact each Partner to request permission to use logos, text, etc. in your CSR program promotional materials.
5. Create and insert CSR sales text, labels, icons, promotional codes, etc. into the sales letters and promotional materials you will use.
6. **Start marketing** your CSR program.
7. For each sale, forward the predetermined donation amount to the relevant Partner(s).

There is an easier way.

CSR REWARDS is an easy-to-use, clip-on CSR system that efficiently links company sales to support of environmental, community and charity organizations, **and** helps businesses sell more. CSR Rewards equips you with all the tools you need to set up a CSR strategy within days.

Contains:

- ✓ Setup guide, sample sales text
- ✓ CSR Rewards Partner Organizations list
- ✓ Partner introduction letter
- ✓ Donation tracker system.

**CSR
REWARDS**

Price: 69,000 yen. For more information about CSR Rewards, and how to receive 259,000 of business products **FREE**, please see:

www.businessgrow.net/documents/CSR RewardsBrochure2.pdf

How to create a CSR strategy

Introducing CSR Rewards