

Do Good and Do Well by Maria from Pesavento Web Development

Most of us perform volunteer work throughout our lives. You may help with your church functions, join the P&C at your children's school or plant trees with TREAT. Donating your time, products or services are great ways to give back to the community that gives you a living.

Corporate volunteering is also good promotion for your business and can showcase your services and products. Pro bono work can be part of your USP - Unique Selling Point - and make your business more competitive.



Pro bono is Latin meaning "for good." Doing pro bono work for non-profit organizations is one of my strategies for both personal and professional development

Here are my five top tips for strategic volunteering to help to grow your business.

1. Take care of your business so that it takes care of you. If your business is sinking, you won't be able to do the good work you want to do. As you're deciding upon what socially responsible actions to take, don't forget your cash flow projections and marketing plans. With careful planning, you can do good and do well.

2. Choose an organisation that is meaningful to you. Find a cause or group that you want to support. It helps to have a good "fit" with the social mores of the chosen organisation. Look for a group that treats volunteer workers with appreciation and support. It is soul destroying to work for free for people that are critical of your contribution, or worse, ignore it.

3. Keep a record of the time you spend. I use Quick Books Timer and record all of my pro bono work. At the end of the month add up the total time. Be mindful of how the time impacts your business and personal life.

4. Make the best use of your volunteer time to learn new and improve existing skills. Do you retail your products to clients all day long? Perhaps volunteering to be secretary of a club will help you improve your computer skills which can positively impact on how you administer your own business. Do you click a computer at home for a living? Perhaps attending committee meetings and interacting with new people can help you overcome isolation problems.

5. Community investments have to be noticed if they're going to enhance your relationships with the public, customers and staff. Engage in opportunities for recognition such as a by-line on your work or your photo in a newsworthy newspaper article.

Reap the benefits of your corporate volunteer work - an increased bottom line, a positive, memorable face in the community and remember, **it feels good to do good.**

"The things we do are expressions of who we are and what we love and the impact we wish to make... most of the meaning and activity in our lives comes from the things we do for free." Seth Godin 2008

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