

Support a Cause to Grow Your Business

Written by Steve Marr

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When customers buy, usually they are interested in convenience, value, and service. However, an increasing number of customers are also buying based on a cause.

Many advertisements market a cause. For example, a sock manufacturer touts that they gave away 60 million pairs of socks to homeless shelters, one pair for each pair sold. Their tagline boasts of “the greatest sock never sold.”

When I was shopping for socks a while ago, I went to their website. Unfortunately, I was unable to find what I needed. However, their advertisement was successful in getting me to visit their site.

A recent article by SmartBrief highlighted that 70% of generation Z, those born between 1996 and 2015, are more likely to buy from companies that contribute to social causes.

In your business, give some thought to social causes that you and your customers would support. Ways of demonstrating support include asking local teams to sponsor advertising, supporting Christian programs and charitable events, or promoting specific events where a percentage of sales goes directly to the charity.

When taking this step, think about who your target audience is. Then, determine how receptive your target audience might be. Think twice about supporting controversial charities, even if the organization is on solid biblical grounds. A business can find noncontroversial ways of supporting such organizations. This is an example of why I don't recommend that businesses place political signs in their store windows. While it may delight some, it can just as quickly turn others off so that they walk away.

One furniture store I know donates product to several charities. Whenever someone completes a sale, the customer has the option to select the charity.

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Another idea involves a restaurant that offers to give 20% back to Christian schools for each person who comes into their establishment. Students, teachers, and friends receive these coupons and are encouraged to visit during a specific time. One of the advantages for the restaurant owner is having new customers come in. If they like what they experience, they will be back.

The Lord taught, "Give, and it will be given to you. Good measure, pressed down, shaken together, running over, will be put into your lap. For with the measure you use it will be measured back to you." (Luke 6:38 ESV)

One way of actually growing your business may be linking your business to specific causes, especially those that help advance the kingdom of the Lord.