



# Getting Involved

## Your store & the Book Industry Charitable Foundation

How your store can join the ranks of *book people helping book people*.

### Why charitable acts are good for business.

What is good for the community and for the book industry is good for your business. Customers admire a business that has more on their agenda than just selling a product. Here are a few ways you can turn into more than just a business by joining with the Book Industry Charitable Foundation to strengthen and support the bookselling community.

- **Turn your business into a link between your customers and Binc**

Make your business a drop-off point for recycling cell phones, distribute literature and donation cards, or perhaps designate a percentage of some of your sales for the Foundation.

- **Matching funds**

Challenge your customers and/or employees to give to Binc by letting them know that you'll match those funds. This allows you to give while promoting giving from others, and it builds awareness for the Foundation.

- **Piggyback on existing events**

Do you have a holiday party or summer staff picnic? Think about ways to alter your event, by adding a fundraising piece to help out the Binc Foundation?

- **Take it on the road**

When you travel or are out and about in your community, spread the word about the Book Industry Charitable Foundation to other book stores, distributors, publishers, anyone who may be interested. In the book industry or not, the more the word is spread, the more you are helping support fellow book people.

- **Offer services**

What services or products do you have that you can offer to make a difference? Product donations for silent auction events, volunteering your time to assist at fundraisers, using store events to help promote the Foundation are all good ways to join in the cause.

### Why this approach is proven beneficial to businesses.

**It puts you and your shoppers in an "others first" mindset.** It's great at building awareness and rather than being merely mercenary, everyone is participating in helping others. Shopping becomes more about giving than receiving.

**It brings new people through the door of your business.** As the Foundation promotes your support, you're gaining some new customers who will already have good feelings about you because you are helping their favorite cause.

**It introduces your customers to new nonprofits.** Your loyal customers will become aware of Binc and your support of the Foundation. Some of them may even become Binc supporters themselves.

**It promotes cooperation and collaboration.** The business world is a competitive world; stores are vying with one another for your money. This is a great way for business and nonprofit to work together for the betterment of the overall industry.

**It builds goodwill.** There's no denying that a business that does this will win some serious PR points. People will look at your business differently. This is the sort of thing that people will remember throughout the year and keep them returning to your shop.