

'Tis The Season for Giving

by Deborah Chaddock Brown



Is “giving back” on your company’s gift-giving list this year?

We weigh the pros, cons and costs of employee bonus checks and presents for our best customers, but do you include philanthropic gifts as well?

Mel Zuckerman, columnist for INC Magazine answered this question in the November issue:

“When should my young company start getting involved in philanthropy? What’s the best way to figure how to give back and to whom?”

His answer included three valuable points to consider:

1. Start by giving back to those who gave to you in the beginning, i.e. if a community, organization or group helped provide resources, advice or financing then find a way to give back this holiday season. It can be as small as offering your products/services free to one needy candidate or as large as funding a new program that is important to you.
2. Not all gifts are monetary; donating your time, resources and expertise are also valuable ways you can give back this holiday.
3. Your acts of giving set the standard, for those around you. Whether you influence your children, your employees or peers in the community; when you step forward to give back, you set the example for others to do the same.

Have a safe and healthy holiday and
I wish you a prosperous New Year.

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FREE Software to Make Your Life Easier

Are you looking for the latest in software tools but don’t want to spend an arm and a leg? INC Magazine recently highlighted some of the latest in free software:

Managing Projects

Base Camp Headquarters offers software that will help you manage your next project. 37signals Basecamp is available at www.basecamp.com which is a web-based project management tool that is easy to set up. If you have multiple projects, prices start at \$25 a month for 15 projects, but if you just want to give it try - manage one project for FREE.

Make Presentations Without PowerPoint

Zoho Show offers free on-line software at www.zohoshow.com. The cool thing about this is you set up your presentation on a web browser which means you can view your presentation on your customer’s computer. It’s free so don’t expect a lot of bells and whistles, but for a basic presentation - it’s a great tool.

Customer Management Software

I have saved the best for last. Sugar CRM (customer relationship management) offers a free application that allows you to track customers, prospects, projects, products, campaigns, customer service, automatic e-mail campaigns, lead generating tools, wow, wow, wow.

Check it out:

www.sugarcrm.com/crm/download/sugar-suite.html

Where is Deborah Speaking Next?

December 4 OALA Annual Conference
“Generational Marketing”
“Reaching your Internet Audience”
Columbus, OH

December 6 Portage Lakes Brown Bag Series
“Blogging for Business” 12:00

January 11 Canton Networking Annual Meeting
Speaker and Moderator

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