



Community Minded

Ways to Stay Connected and Give Back to Your Community



HARDWARE
Retailing

Jesse Carleton

Senior Editor

Hardware Retailing / NRHA

jcarleton@nrha.org



NRHA

North American Retail
Hardware Association



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Connecting and Giving Back to Your

COMMUNITY



Develop partnerships

- Join with individuals or with businesses who already have a cause. Example: Backpacks for Kids.
- Join with other businesses to promote Shop Local. Example: the Shop-Hop.
- Avoid political or controversial issues.



Use events to cross-market

- Tie together multiple events.
- Promote your store as well as other organizations.
- Example: grand opening and fundraiser.



Reach out to the local government

- Have open lines of communication.
- Be ready to make the quick decision.
- Example: rain barrels.



Reach out to the local schools

- Make friends with teachers and staff and be willing to share information.
- Example: help students with school projects.
- Example: career day speaker.



Respond to an emergency

- Even the smallest token of goodwill goes a long way.
- Help raise money for those affected.
- Example: tornado relief.



Share your business and leadership skills

- Influence and make decisions outside the context of the store.
- Helps you network with other community leaders.
- Example: chamber of commerce.



Donate space to organizations

- Offer your sidewalk or parking lot for fundraisers or other events.
- Host meetings for organizations that need a space.
- Example: Shakespeare in the lumberyard.



Help customers network

- Create the community gathering place.
- Offer a community bulletin board.
- Example: hot dog stand.



Get employees involved

- Create a company culture of giving back.
- They can get customers excited.
- For after-hours activities, incentivize to encourage involvement from everyone.



Think outside your community

- Encourage your customers to join together to support a community somewhere else.
- Global or domestic.
- Example: volunteer trip overseas.



Be a cheerleader for the community

- Even if you don't volunteer time or money, you can still talk up the outreach efforts of others.
- You're not competing with others when it comes to building community.
- Example: radio show.



Some more practical advice ...

- Get the most bang for your buck.



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- Look beyond cash donations.



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- Be slow to say no.



Some more practical advice ...

- Get the most bang for your buck.
- Look beyond cash donations.
- Be slow to say no.
- Look for mutual commitment.



If you're just getting started ...

- Find a cause you're passionate about.



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- Find people to help you.



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- Find a cause you're passionate about.
- Find people to help you.
- Get excited about whatever you do.



If you're just getting started ...

- Find a cause you're passionate about.
- Find people to help you.
- Get excited about whatever you do.
- Pass knowledge on to others.



THANK YOU!

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