



## **BUSINESS COMMUNITY RELATIONS**

*Here is a good first list on how companies can become involved*

1. Take an active interest in community problems
2. Sponsor youth activities
3. Participate in local government
4. Join business and service groups
5. Purchase materials and supplies from local companies
6. Encourage community education and culture
7. Make offices or other facilities available to community organizations
8. Support local charity drives
9. Take part in civic activities
10. Give talks before the local chamber of commerce or civic association
11. The company could also invite community groups to tour its plant or offices
12. Prepare an informational videotape about products, services, employment policies, and overall mission and make this resource available to the community
13. Informational brochures and newsletters to be distributed to civic and government leaders
14. Beautify the company's surroundings with a fountain, sculpture, or garden, so that it becomes a local landmark
15. Recognize employees for community volunteer activities

Sources:

1. Norman R. Soderberg, *Public Relations for the Entrepreneur and the Growing Business*
2. <http://www.answers.com/topic/videotape>
3. <http://www.answers.com/topic/beautify>