

# PALMETTO GIVING DAY

## BUSINESS



## BUDDIES

*someone who believes  
in your mission*

### WHY?

- Connect with the community
- Increase awareness
- Increase philanthropic potential
- Marketing opportunities for the business and nonprofit

### HOW?

- Reach out to current business partners
- Make it personal; share with them your “Why”

### TYPES OF SUPPORT

Social Media • Financial • Contacts/Connections

Nonprofits can have **more than one business buddy** and business buddies can support **more than one nonprofit organization.**

