



# How To Sell for Corporate Social Responsibility Programs

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Businesses are looking for more than just branded products – they're looking for ways to make a difference. Learn how to make that happen by positioning promo as an effective component of social responsibility programs.



# Sustainable Swaps

Let clients know they can reduce waste and support environmental goals by replacing common business essentials and employee swag with eco-friendly alternatives for about the same price point. By choosing products made from recycled and natural materials or items that can be reused, companies can showcase their commitment to sustainability without sacrificing function or efficiency in the workplace.



## Product Recommendations:

- Biodegradable notebooks
- Cork desktop accessories
- Refillable pens
- RPET quarter-zips
- Stainless-steel tumblers

# Volunteer Ventures

Hosting company volunteer days is a great way for businesses to get their teams involved in social responsibility goals. Along with all the benefits of supporting a local organization, companies can give employees eco-conscious, branded incentives that commemorate the day. Make even more of an impact by educating clients on how their merch was made ethically, as well as being eco-friendly.



## Product Recommendations:

- Bamboo tote bags
- Cotton T-shirts
- Insulated lunch bags
- Reusable water bottles
- RPET lanyards

# Fundraising Favorites

For clients participating in a fundraiser, pitch products that not only promote the cause, but also align with their mission. Think ethically made, sustainable products made from renewable resources, or styles that can be recycled and returned to the earth. Be sure to include both items for volunteers to wear and use during the event, as well as branded giveaways for passersby to take with them.

## Product Recommendations:

- Bamboo socks
- Compostable name badges
- Cotton baseball caps
- Reusable drinkware
- Seed paper handouts



## Green Giveaways

Help clients understand that promoting their brand at trade shows or community events doesn't have to come at the expense of sustainability goals. Recommend affordable, eco-friendly giveaway staples like pens and T-shirts, as well as premium products like tech accessories to speak to every budget and business goal.

## Product Recommendations:

- Bamboo pens
- Cotton tote bags
- Refillable notepads
- Solar-powered chargers
- T-shirts made from recycled materials