

GIVING BACK
Make community service
a team effort.



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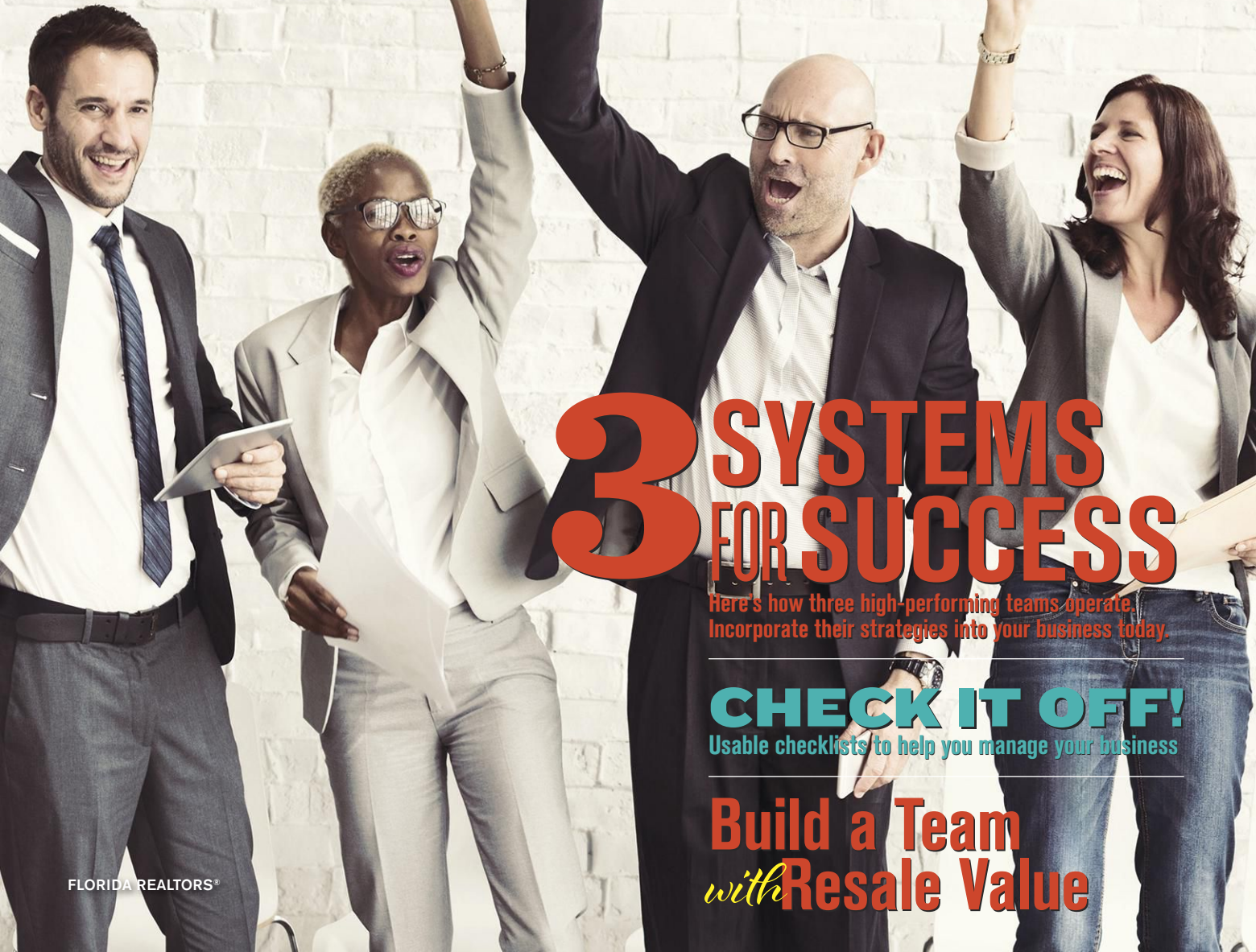
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TEAM POWER



3 SYSTEMS FOR SUCCESS

Here's how three high-performing teams operate.
Incorporate their strategies into your business today.

CHECK IT OFF!

Usable checklists to help you manage your business

Build a Team
with **Resale Value**

GIVING BACK

MAKING COMMUNITY SERVICE A TEAM EFFORT

Tips for developing a team culture of giving and sharing

When one of her team members wanted to conduct a Santa's Helper program, Lisa Treu, team leader of Treu Group Real Estate in Delray Beach, was all in.

The idea? To give 50 underprivileged children an amazing Christmas filled with gift cards, shopping buddies and a trip to a discount retailer. After some research, Treu's 10-member team joined forces with a local charity to maximize results. The program was a huge success and has since become an annual event.



Ashley Treu with her mother Lisa Treu, Team Leader of Treu Group Real Estate in South Florida, during one of the agency's recent diaper drives.

“It’s not what we do—it’s who we are in the community,” says Treu, who believes that all real estate professionals should give back to the community that gives so much to them.

In addition to the Santa’s Helper program, the Treu Group conducts quarterly programs such as food, diaper and clothing drives. Plus it donates to a national nonprofit. When it comes to philanthropy, the group believes that creating goodwill trumps getting business.

Here are Treu’s tips for getting your team involved in the community:

1. START LOCALLY.

Give your team members a voice in choosing the charities. Do some research to ensure that the local nonprofit’s vision fits your organization’s vision. Then, build a relationship with this nonprofit over time.

2. START SMALL.

To ensure team buy-in, begin with a one-day event or short-term program.

3. ORGANIZE AND DELEGATE.

Develop a plan and assign each team member a role. Create checklists, deadlines and accountability for everything that needs to happen.

4. INVOLVE THE COMMUNITY.

Invite others to get involved, including customers, prospects, other real estate firms and community members. Your team will get excited to be at the heart of this collaborative, feel-good effort.

5. DO A POST ASSESSMENT.

Determine what worked,

what didn’t and what to do differently next time. That helps ensure your event will get better each time.

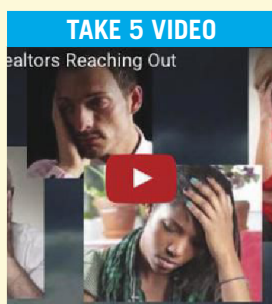
“Start sharing a cause,” advises Treu, who includes information about the team’s diaper drive and details ways to donate on her website.

“Our influence can help make others aware of an organization and its needs. It pushes people to think about how they can help—and that is the heart of all good community services programs.”

Giving Ideas

Service in Action

Want to see how Realtors® make a difference in their communities? Check out these two videos:



FLORIDA REALTORS SILENT ANGELS

Extending a helping hand really matters when unexpected things happen to good people. Learn how to contribute to the Silent Angels fund.

WATCH IT:
FLORIDAREALTORS.ORG/TAKE5



FLORIDA REALTORS DISASTER RELIEF FUND

When disaster strikes, to whom can you turn? Meet Realtor families who contributed to the Disaster Relief Fund and who were recipients of funds when their homes were destroyed by hurricanes.

WATCH IT:
FLORIDAREALTORS.ORG/TAKE5

Florida Realtors® Education Foundation Student Scholarship Program

The 2017 Florida Realtors Education Foundation Scholarship application is now available online at FloridaRealtorsfref.fluidreview.com.



"Support Homeownership For All" License Plate

Proceeds from the sale of the license plate are exclusively for housing programs. The goal is to provide housing assistance to teachers, nurses and others unable to afford a home.

The Florida Realtors specialty license plate is available at your county tax collector's office and costs an additional \$25 (beyond the state's fees for a tag). If you purchase the tag online, you'll pay a convenience fee, which amounts to either \$2 or 2.95% of the total cost of the tag. Find out more: <http://bit.ly/HomeOwnershipLicensePlate>

HOW TO

Find the *Right* Charity

1. Check with your local schools, animal shelters, food pantries and places of worship. They usually have ongoing needs for mentors, tutors and volunteers. Also, they often conduct service projects that might benefit from your contributions of time, resources and money.

2. Look for local chapters of national organizations that your team passionately supports, such as the Big Brothers Big Sisters of America, Autism Speaks or the Make-A-Wish Foundation.

3. Contact your local United Way, which boasts nearly three dozen Florida chapters. This umbrella organization works with (and helps fund) dozens of local nonprofits to identify pressing community issues, drive change and improve community conditions.

4. Partner with local chapters of international service organizations such as Kiwanis International, Lions Club International, Optimist International and Rotary International.



5. Look for volunteer opportunities online databases, many of which allow you to search by ZIP code to find a cause, program or event. Some resources:

CharityNavigator.org. Rates charities to help find nonprofits to support, plus provides tips on volunteering, workplace giving, etc.

Pointsoflight.org/handsonnetwork. Online hub for volunteerism and community service, with a searchable database, courtesy of Points of Light

Idealist.org. Searchable database that allows you to drill

down into volunteer opportunities, events and organizations

Nationalservice.gov/programs/senior-corps. Matches older volunteers with causes. Perfect for 55+ agents or agents specializing in the senior market

Volunteermatch.org. Search by ZIP code and categories of interest, such as "Animals" or "Environment"

HOW TO:

TIE COMMUNITY SERVICE TO YOUR MARKETING

Try these ideas to make giving back an extension of your marketing:

1. Throw a thank you party. Hold a customer appreciation party and ask attendees to donate an item as their entry ticket. This works well for food drives, winter coat collections, back-to-school supply campaigns, etc.

2. Donate at closing. Instead of giving a closing gift, make a donation in your customer's name. Either find out which charity your customer supports and make a direct donation or buy closing gifts from a third-party vendor that donates partial proceeds to a charity.

3. Share the news! Incorporate your giving (and opportunities for community involvement) into your blog posts, social media updates, news releases, educational/promotional videos, newsletters, email campaigns, etc.