HYPERLOCAL MARKETING IDEA
CERTIFIED LOCAL MARKET EXPERT

Engage Your Community To Fill a Real Need and Show Them You Care.

Scottsdale, AZ Realtor and CLME Member Brian Gubernick has a website that he uses to connect those in his farm with needs in the community - **hhcgivesback.com.** In May 2014, his team organized a collection of water bottles to give to the Phoenix Rescue Mission for the purpose of providing much-needed water to the homeless in Phoenix during the summer months where temperatures can reach 120° but feel much hotter on the asphalt streets.

Brian's team got the word out and provided a website where they could sign up for the HHC team to **come pick up** the water bottles on the collection day. The website was simple and included a brief explanation of the cause, what people could do, and a Google Docs form to collect their information.

On the collection day, a few members of his team got in their branded moving truck, drove all over Scottsdale, and collected water and built brand goodwill while helping with a very real need in his community!

Recipe: Water Drive

Ingredients:

Your normal marketing piece to get the word out	Google or WUFOO Form
Vehicle to pick up the water	Some personnel to collect
A Charity to Connect with	A website to host the page

Directions:

Connect with a local charity and determine the need. It's always best to find the need from the charity rather than telling them you'll collect something that they may not need. Communicate that need through your normal marketing activities (newsletter, website, social media, networking, etc) and provide an easy way for people to donate.

In this instance, a simple blog article with a domain pointed to it, along with a Google or WUFOO form (both are free) allows for you to get the word out and for people to easily sign up. Then, on collection day, create a route and enjoy giving back. Being able to use a branded vehicle helps this experience be not just about giving back, but also building your brand.

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