

# SCOTTY'S BUSINESS HEROES CLUB

What a pleasant surprise: a charity going out of its way to make a difference to YOUR business.

We're aware that a lot of charities just ask, ask, ask. And yes, we do it, too; we wouldn't survive without the support of the business community. But there has to be something in it for you too, right?

That's why we work really hard to make it worth your while to support us. Membership of our Scotty's Business Heroes Club brings you together with other businesses for networking, publicity, social media promotion, new ideas and information, and helping you reach and expand your CSR objectives. All while supporting bereaved British Forces children and families in serious need.



GO ON. BECOME A SCOTTY'S  
BUSINESS HERO AND HELP US A  
SPREAD A BIT MORE MAGIC FOR  
CHILDREN OF THE FALLEN.

We can currently reach only 30% of the children who need us: with your help, we could start saying 'yes' to the other 70%

## WHAT DO YOU GET OUT OF JOINING?



- Networking events, usually over a lunchtime for a more relaxed atmosphere. We'll even set up an introduction if there's a business hero that you'd like to meet. We recognise that meeting people is your main priority.
- When there's anything you'd like to promote to the wider community, we can help: Scotty's Business Heroes is very busy on social media particularly Twitter.
- You'll join our LinkedIn group, so you can tap into our online network, too.
- Reciprocal web stuff: we'll put each other's logos and homepage links on our websites, so you'll be showing your support for a great cause and we'll be promoting you.
- You'll get priority access to our events and activities.
- You'll get a special invitation to come to see us for yourselves on our open days or one of our Business Hero events.
- We'll send you a special certificate of membership (which can spark a lot of interest in your reception area).
- You'll reap lots of benefits when it comes to employee and customer engagement.

## WHAT'S YOUR SIDE OF THE DEAL?

- First off, of course, we ask for a regular donation to Scotty's Business Heroes. The amount and frequency are entirely up to you, but we suggest £99 a month.
- Once you've seen the benefits of Scotty's Business Heroes for yourself, we'd love you to recommend us to your business contacts.
- Could you become one of our Scotty's Business Ambassadors, introducing us to other businesses or Business Groups in your network.
- We'd really appreciate reciprocal social media: we'll share your news if you'll share ours. It'd be a real help when it comes to supporting our events, especially when there are tickets to sell and places to book.
- This one's a no-brainer: please use our logo appropriately and responsibly. We'll do the same with yours.
- Just tell people about us. It's that simple.



## HOW DO YOU JOIN?

You won't know how good it is until you join. So, sign up today by downloading our application form and sending it back to the Business Team at Scotty's Head Office Unit 21, Bergen Way, Kings Lynn, Norfolk PE30 2JG

Unfortunately, we can't accept scanned copies as we need an original signature and please let us know your invoicing requirements.

Any questions? Please call Kate on 07392 868290 or 08000 928571. And if you'd like to help but aren't sure of the best way, just fill in this quick form and we'll call you back to discuss a few options with you.