



# Why You Need a Giving Strategy

**“No company can afford to be anonymously altruistic.”**

Charitable giving is a powerful tool for building your brand, attracting and retaining employees and positively impacting society.

In fact, 77% of consumers are motivated to purchase from companies committed to making the world a better place; and 93% of employees believe companies must lead with purpose. That's why it's so important to inform and engage your customers, employees and investors in your giving efforts.



**Elizabeth King, APR**, is a public relations professional with more than 20 years of experience in internal and external communications, community relations, fundraising, and event management.

A native Oklahoman, Elizabeth is a graduate of Loyola University New Orleans' award-winning school of mass communications and earned her Accreditation in Public Relations (APR) from the Public Relations Society of America. She received the Women of Distinction Award from the Tulsa Business and Legal News, was named Entrepreneur of the Year by the Bixby Metro Chamber and Young Professional of the Year by the PRSA-Tulsa Chapter.

Her company, King PR & Marketing, is a comprehensive public relations and marketing firm specializing in branding, communication and community engagement.

In this webinar, we will discuss:

- The role of charitable giving and its impact on business
- How to create a giving strategy that is right for your company
- How to integrate charitable giving into your marketing strategy

## Join Us for a Lunch & Learn



**June 13, 11:30 AM - 1:00 PM**

2403 N. 41st Street East, Muskogee, OK  
Lunch Provided

### CONTACT TO REGISTER

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