



««320Festival

♡keep-a-breast.org

(KEEP A
BREAST)

HOW TO
— BE A —
DO-GOODER
IN 4 EASY STEPS

BY SHANEY JO



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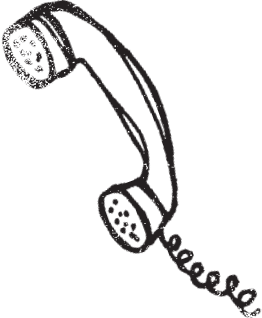
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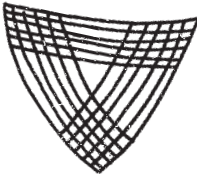
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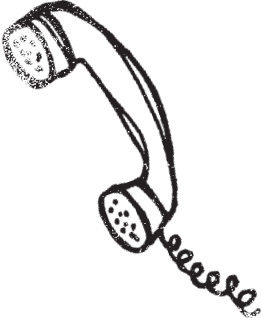
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THERE..**



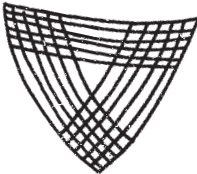
Handwriting practice lines consisting of ten horizontal lines.



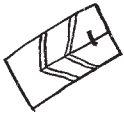
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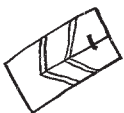
NOTES



Traditionally speaking, philanthropy is about giving, but let's be real, it's called cause marketing for a reason. The more you personally get from giving the more you'll work to promote the cause, resulting in greater benefits for the charity you're supporting. This is a two-way relationship; it isn't just about giving, it's about making positive change in your own life and the lives of others.

Philanthropy helps to elevate your personal and professional profile, while at the same time making you a genuine do-gooder!

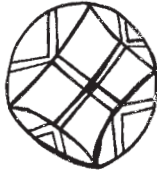
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1-SOUL SEARCH



What do you really care about?
What makes your heart melt?
What really pisses you off?
Pick a cause that you feel passionately about. One that impacts your personal life; a message that you would share with the entire world if you could.

Shaney jo is an artist who worked for years as a designer in the action-sports industry. She shifted focus to start The Keep A Breast Foundation in 2000 after a friend in her 20s was diagnosed with breast cancer. With the hope of raising awareness, KAB has since begun a cultural conversation around the active role in prevention and early detection young people can take to lower their risk of developing breast cancer.

REACH OUT, SAY HELLO...

shaneyjo@keep-a-breast.org
@shaneyjo



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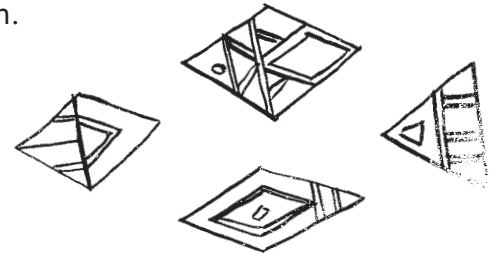
MY FAVORITES LIST

@keepabreast
@nontoxicrev
@fit4prevention
@environmentalworkinggroup
@bcppartners
@hopefortheday
@changingtidesfoundation
@mojavedesertlandtrust
@plasticpollutes



2-RESEARCH

Once you have a few choices, do your research and get to know what makes that organization tick. Who was it founded by and why? Check out their annual report to get an idea of their activities, look at how they spend their money, and how they spend their time. Then, you can decide whether your personal values align with their mission.



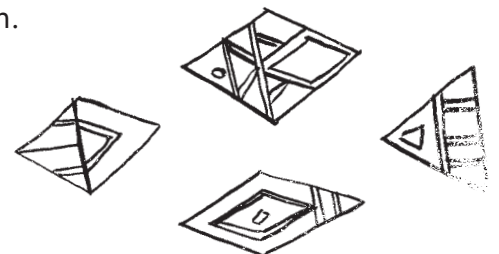
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3-MEET UP, VIRTUALLY

While in-person meetings and events are crucial to building relationships, there are so many amazing virtual tools available to us. We can still get to know each other while staying safe in these times of social distancing. If possible, meet with the organization's founder and staff face-to-face. Zoom counts! Get to know each other. How can you learn from and help one another? How can you create a relationship that is mutually beneficial?

Formulate a plan so you're both clear about your expectations. Check in regularly to keep the relationship vibrant and alive.



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4-HAVE FUN

Tell your network about your charity any chance you get. Weave their cause into your personal brand. Create a fundraising campaign and use the creativity that got you here to meet your goal. I'm sure you will exceed it.



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