

Charitable Programs Yield Big Pay-off to Small Business ***Monterey Dentist Promotes Giving Programs to Enrich Community***



Monterey, CA – Dr. Jeannette Kern had no idea that she was part of a billion dollar for-profit giving trend when she accepted invitations to sponsor benefits for the Monterey Rape Crisis Center and American Heart Association. But her next move was calculated; she promoted her community service and charitable activities in patient e-newsletters, radio spots, and on her website as part of a strategic initiative called “cause” marketing.

“My family and I have been part of the Monterey community for over 10 years, we care deeply about the quality of life here and our neighbors”, comments Monterey Dentist Jeannette Kern. *“As a business owner, I can bring additional attention to worthy organizations through my communications with patients, employees, business colleagues and neighbors.”*

While cause marketing has taken a strong foothold in corporate America, many small business owners, particularly dentists, have been reluctant to advertise their philanthropic activities as it might appear self serving and in some way compromise their business.

Dr. Kern understands that promoting charitable causes to her customers strengthens the ties between her business and the Monterey community. She wants her patients to know that they are part of a compassionate and dedicated practice, and views these giving activities as a win-win for everyone, and she’s right.

Among the findings of the Cone Corporate Citizenship Study:

- Americans maintain high expectations of corporate citizenship. 80% have a more positive image of companies that support a cause they care about.
- Cause branding positively influences decisions. Americans will consider companies’ support of social issues when making community, employment, purchasing and investment choices.
- Cause branding reinforces relationships with consumers. Nearly two-thirds of Americans say they would likely switch brands or retailers to one associated with a good cause.
- Cause branding strengthens employee morale. 87% of employees at organizations with a cause marketing program feel a strong sense of loyalty to their company as opposed to 67% of those at companies that do not support causes.

By partnering with a nonprofit a business, small business owners like Dr. Kern, offer customers more than just their product or service. These enlightened businesses offer their customers another way to contribute to the betterment of their community, and in return are paid back by loyal customers who refer friends and colleagues.

Kern believes that she is affecting the heart and soul of the Peninsula by contributing to “causes” related to woman and children.

She involved all of her employees in the *American Heart Association Go Red* campaign because she felt strongly that as a healthcare provider she, and her team, should take an active role in educating women about heart health and how our symptoms and treatments differ from those of men.

The Together with Love race is also dear to her because she has the privilege of being on the Board of the *Monterey Rape Crisis Center*. She supports *Make a Wish*, a very special non-profit organization that brings smiles to its recipients and their families, and is working on improving young self-esteem through her involvement in *Dance Kids of Monterey County*.

As part of her working life, Dr. Kern raises funds for local charities by participating in the *Crown Council Smiles for Life Campaign*, is an *AACD Give Back a Smile* volunteer, and awards a scholarship each year to a female Monterey High School student pursuing health science studies.

Dr. Kern encourages more businesses to get more involved in their community because it makes good business sense and feels great.

For more information on Dr. Jeanette Kern, DDS call 831-372-8011 or visit www.jkerndds.com.

About Dr. Jeanette Kern

Dr. Kern graduated at the top of her class from the School of Dentistry at UCLA and went on to teach other dentists at UCLA from 1989 - 1995. She is a recognized expert in aesthetic and general dentistry and has trained with world renowned dental instructors at the prestigious Rosenthal Institute in New York and the acclaimed Pacific Aesthetic Continuum at University of the Pacific. Prior to becoming a dentist, Dr. Kern worked for 10-years as a dental hygienist and taught Hygiene at the University of California at Los Angeles and the University of Southern California.

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