



Spring into the Spirit: Share your News and Promote Events



Canada – Each week, Sutton Spirit promotes the volunteer work and charitable projects of Sutton Brokers, REALTORS® and staff across Canada. This free service is designed to raise community profiles in a meaningful way. Studies show that not only does it feel great to give back, there are also marketing and networking benefits. You can make connections with people who share similar interests and build a positive reputation.

Consider these ideas to enjoy the warm weather while supporting worthy causes:

- Join in fun runs/walks, golf tournaments and cycling fundraisers such as the *Big Bike Ride* benefiting the Heart and Stoke Foundation.
- Host a dog agility event and collection donations for a favourite charity.
- Sponsor a child to attend summer camp (e.g., SPCA pet-focused camps, YMCA-YWCA adventures, the Canadian Cancer Society's *Camp Goodtimes*).
- Host an office barbeque and donate the proceeds.
- Follow your passion; volunteer with your local art gallery, community centre, youth sports programs, therapeutic riding centre, etc.
- Check your local listings for unique charitable projects.
- Explore "voluntourism"; many tour companies combine international travel with opportunities to build homes, teach English, protect endangered animals, and more.

Some of the offices and individuals featured on Sutton Spirit have told us that clients and REALTORS® have contacted them specifically because of our stories highlighting their projects. Others have reported that the coverage helped to increase participation or boost donations.

Contact us to write your story for you free of charge. Our writer will follow up to gather a few details, comments and a photograph or two. (Photo tips: Ideally, take photos outdoors and, for large groups, ask participants to stand close together.) In most cases, it requires no more than 10 to 15 minutes of your time.

All Sutton Spirit stories are distributed to media and Sutton members in the region. Our site www.suttonspirit.com is an online archive, making it easy to share social media links. We also produce an annual magazine, which is delivered to all Sutton offices.

What are you waiting for? Giving back can be enjoyable and rewarding!

Sutton is a 100% Canadian-owned and operated company with more than 8,000 REALTORS® in over 200 offices nationwide. To find out more about Sutton, visit www.sutton.com. To learn more about Sutton Spirit, visit www.suttonspirit.com.

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