

K E N K R E L L

THE SOCIAL IMPACT BUSINESS MANIFESTO





I. Introduction

Dear Reader,

Have you ever wondered if there's more to business than just making a profit? If you could use your entrepreneurial spirit to not only build a successful business but also make a significant impact on the world? I'm Ken Krell, and I'm here to tell you that it's not only possible, it's the future of business.

Welcome to the “Social Impact Business Manifesto”

Can a Manifesto Transform Your Business and the World? It seems rather audacious, doesn't it? The idea that a single document could not only alter the trajectory of your business but also make a significant impact on the world. Yet, that's precisely the journey I'm inviting you to embark on today. This manifesto is not just about business growth—it's about redefining success, making a difference, and creating a legacy that goes beyond profit margins.

I've spent years exploring the intersection of profit and purpose, and I've seen firsthand how businesses can transform their communities and their bottom lines when they embrace social responsibility.

But I've also seen how many businesses miss out on this opportunity, focusing solely on profits and overlooking the potential to create meaningful, lasting change.

What if I told you that doing good doesn't have to come at the expense of making a profit? What if I told you that businesses that prioritize social responsibility can actually



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be more successful in the long run? And what if I told you there's a secret weapon that can supercharge your profitability and social impact?

Take Patagonia, for example. This outdoor clothing company has built its brand around environmental responsibility. They donate a portion of their profits to environmental causes, use sustainable materials, and encourage their customers to buy less and buy used. This commitment to social responsibility hasn't hurt their bottom line - quite the opposite. Patagonia has a loyal customer base, strong brand recognition, and robust profits.

Or consider Salesforce, a tech giant that has integrated philanthropy into its business model from day one. Through their 1-1-1 model, they dedicate 1% of their product, 1% of their equity, and 1% of their employees' time to charitable causes. This commitment to doing good has not only benefited countless communities but has also helped Salesforce attract and retain top talent, build strong relationships with customers, and maintain a positive brand image.

These are just a couple of examples of the power of doing good in business.

In the following chapters, we'll delve into these topics, exploring the problems with the current business landscape, the profitable power of social responsibility, and the potential of a little-known grant that could transform your business, if you understand the strategic way to implement it.

I'll share inspiring success stories and provide a roadmap for your own journey towards becoming a Social Impact Business.

So, are you ready to discover the future of business? Are you ready to do good and do well and massively boost your bottom line? Let's get started.

II. Who's Ken Krell?



My Journey to Social Impact

My name is Ken Krell, and for over four decades, I've inspired thousands of people from all over the world by sharing powerful ways to create wealth, prosperity, and happiness in their lives.

My journey to social impact started right after college when I served as the Acting Executive Director of the Massachusetts Cystic Fibrosis Foundation.

Despite my passion and drive, I found myself constantly hitting a wall. The board of directors, while well-intentioned, was stuck in fear of change. They were resistant to new, innovative ideas, and I felt like my hands were tied. I couldn't implement the changes I knew were necessary to move the organization forward. It was a frustrating experience, but it was also a transformative one. It made me realize that if I wanted to make a real impact, I needed to have control.

A Lifetime of Innovation and Impact

Since then, I've founded the Business Impact Accelerator and co-founded 123NonProfit.com, where I help business owners create their own NonProfit so they can boost their profits while making a massive difference in the world. I'm on a mission to reveal the shocking secrets of how YOU can have your own charity, save big on taxes, and receive big bucks from sponsors to promote your business.

I've been famously known as the producer of The PRIDE Experience™, where participants learn how to "Produce Ridiculously Irresistible Digital Events". I've also set a world record with the "OpportunityThon", a 28 1/2 hour live marathon broadcast featuring over 55 of the world's leading authorities on business, mindset, and success.

As the founder and executive director of The Digital Builders Association, I've served the 3D Printed Construction Industry, and I've been respected for decades as an expert in niche marketing strategies in the real estate and mortgage financing businesses, transforming the way homes are financed in the US Virgin Islands.

My travels have taken me to stages around the world, from the USA to Australia, New Zealand, Hong Kong, Thailand, The Philippines, Malaysia, Indonesia, India, Singapore, and more.

My big passion project is "RestoreNSW", where I'm working to rebuild homes destroyed by the floods in Australia on a mass scale.



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Why Am I Sharing These Insights?

With this wealth of experience, I'm sharing these insights with you because I believe that as business owners and entrepreneurs, we have a unique opportunity to redefine what success looks like. We have the power to create businesses that are not just profitable, but also socially responsible. And we have the ability to make a significant impact on the world.

In the next chapters, I'll share the challenges I've seen businesses face when trying to balance profit and purpose, and I'll guide you through a new paradigm for business—one that integrates social impact into the very fabric of your business model.



III. The Problem with the Current Business Landscape

In today's business world, there's an unspoken rule that seems to guide most companies: profit comes first.

This belief is deeply ingrained in our corporate culture, and it's reflected in the way businesses operate. They cut corners, exploit resources, and prioritize short-term gains over long-term sustainability. The result? A business landscape that's riddled with problems.

Take, for example, the fast fashion industry. Brands like H&M and Zara have built their business models around cheap, disposable clothing. They churn out new collections every week, encouraging consumers to buy more and more. But this relentless pursuit of profit comes at a high cost. It leads

to environmental degradation, poor working conditions, and a throwaway culture that's unsustainable in the long run.

Or consider the tech industry. Companies like Facebook and Google have been criticized for prioritizing profit over user privacy. They collect and sell user data, often without explicit consent, in order to boost their ad revenue. This approach may be profitable in the short term, but it erodes trust and can lead to regulatory backlash.

These examples highlight a fundamental problem with the current business landscape: a narrow focus on profit that overlooks the broader impacts of business decisions. But it doesn't have to be this way.

Businesses can – and should – strive for more than just profit. They can aim to be socially responsible, to contribute positively to their communities, and to create value that extends beyond the bottom line.

In the next chapter, we'll explore how socially responsible businesses can actually be **more profitable** and successful in the long run. We'll look at research and case studies that prove doing good is good for business.



IV. The Profitable Power of Social Responsibility

There's a common misconception that social responsibility and profitability are mutually exclusive – that businesses must choose between doing good and doing well. But the truth is, these two goals can go hand in hand.

In fact, **businesses that prioritize social responsibility can actually be more profitable in the long run.**

Research supports this claim. A study by Harvard Business School found that companies that prioritize social responsibility outperform their peers in the long term. They have better financial performance, stronger brand loyalty, and higher employee satisfaction.

Let's look at some real-world examples. Ever heard of TOMS Shoes? They pioneered the One for One model, promising to donate a pair of shoes for every pair sold.



This commitment to social good didn't hinder their profitability - quite the opposite. It helped TOMS build a strong brand, attract loyal customers, and carve out a unique niche in the crowded footwear market.



Or consider Unilever, a multinational consumer goods company. They've made sustainability a core part of their business strategy, aiming to halve their environmental footprint by 2030. This commitment to social responsibility has not only helped Unilever reduce costs and

and mitigate risks but has also boosted their brand image and customer loyalty.

These examples show that social responsibility can be a powerful driver of profitability. It can help businesses differentiate themselves, build stronger relationships with customers and employees, and create sustainable value.

But there's another piece of the puzzle that can further boost the profitability and social impact of a business: the Google Ad Grant. In the next chapter, we'll explore this secret weapon and how it can be a game-changer for socially responsible businesses.

V. The Google Ad Grant: A Game-Changer for Socially Responsible Businesses



Now, let's talk about a secret weapon that can supercharge the profitability and social impact of your business: the Google Ad Grant.

This grant offers USD \$10,000 per month in free advertising on Google Ads to eli-

-gible NonProfit organizations. That's \$120,000 per year to reach new donors, volunteers, and clients online.

This isn't new. Google has been offering it since 2003, donating billions of dollars in search ad credits to NonProfits in over 65 countries.

And there's no sign that this will stop, especially when you consider that Google gets to claim their generosity as a massive tax deduction.

—footnote: Eccles, R. G., Ioannou, I., & Serafeim, G. (2011). *The Impact of Corporate Sustainability on Organizational Processes and Performance*. *Management Science*, 60(11), 2835-2857.

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But here's the catch: the Google Ad Grant is only available to NonProfit organizations.

So, how can a for-profit business take advantage of this incredible opportunity? The answer lies in strategic alignment.

By aligning your for-profit business with the mission of a NonProfit, you can tap into the power of the Google Ad Grant while staying in full compliance with all rules and regulations.

Consider the case of Warby Parker, an online retailer of prescription glasses and sunglasses. They've built a successful business around a "Buy a Pair, Give a Pair" model, where for every pair of glasses sold, a pair is distributed to someone in need.

This socially responsible business model aligns perfectly with the mission of VisionSpring, a NonProfit organization that aims to increase access to affordable eyewear in developing countries.

By working closely with VisionSpring, Warby Parker is able to leverage the power of the Google Ad Grant to reach more customers, boost sales, and increase their social impact.

Once again, strategic alignment is key here.

Or take the example of Patagonia, an outdoor clothing and gear retailer. They've long been committed to environmental sustainability, donating 1% of their sales to environmental causes through their "1% for the Planet" initiative. This commitment aligns with the mission of



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numerous environmental NonProfits, allowing Patagonia to tap into the power of the Google Ad Grant to increase their brand visibility, attract like-minded customers, and amplify their environmental impact.

These examples show that strategic alignment between a for-profit business and a NonProfit mission can unlock the power of the Google Ad Grant.

But how can you set up this strategic alignment? And how can you navigate the rules and regulations to ensure full compliance? We'll explore these questions in the next chapter.



VI. Success Stories: The Power of Strategic Alignment

The power of strategic alignment between a for-profit business and a NonProfit mission is not just theoretical – it's been proven in practice by numerous businesses. These success stories provide a roadmap for how you can leverage the Google Ad Grant to boost your profitability and social impact.

Let's start with Bombas, a sock company with a mission to help those in need. For every pair of socks sold, Bombas donates a pair to homeless shelters.

This mission aligns with numerous NonProfits that serve the homeless, allowing Bombas to leverage the Google Ad Grant to reach more customers and increase their donations.

The NonProfit shelters can showcase how Bombas is supporting them and can encourage their site visitors to buy Bombas socks as a “sock-raiser”.

Today, Bombas is a thriving business that has donated millions of socks to those in need.

Or consider the case of Cotopaxi, an outdoor gear brand that's committed to poverty alleviation. They donate 2% of their revenue to NonProfits that address poverty and support community development.

This commitment aligns with the mission of numerous NonProfits, enabling Cotopaxi to indirectly tap into the Google Ad Grant to boost their brand visibility and sales. Today, Cotopaxi is a successful business that's making a real difference in the world.

These success stories show that strategic alignment can be a powerful tool for socially responsible businesses. But how can you set up this strategic alignment? How can you navigate the rules and regulations to ensure full compliance? And how can you leverage the Google Ad Grant to maximize your profitability and social impact? We'll explore these questions in the next chapter.



VII. The Solution: Your Path to Social Impact Business

So, how can you set up a strategic alignment between your for-profit business and a nonprofit mission? How can you navigate the rules and regulations to ensure full compliance?

And how can you leverage the Google Ad Grant to maximize your profitability and social impact? The answer lies in careful planning, strategic thinking, and a commitment to doing good.

The first step is to identify a NonProfit mission that aligns with your business. This could be a cause that's related to your products or services, a cause that's important to your customers, or a cause that you're personally passionate about. The key is to find a mission that complements your business and enhances your brand and then developing a program that can provide massive value to the NonProfit.

Or...you can begin to act as America's legendary wealth barons have...



VIII. The Power of NonProfit Organizations

An alternative or addition to aligning with existing NonProfits is that you could form your own NonProfit organization that's dedicated to your mission.

This involves registering the NonProfit, setting up a board of directors, and obtaining tax-exempt status.

It's important to ensure that the NonProfit operates independently of the for-profit business, with separate finances and decision-making processes.

Strategic Advantages of Running a NonProfit

Running a NonProfit may seem like a departure from the traditional business path, but it can offer strategic advantages that extend beyond the realm of social impact. A NonProfit can open doors to new partnerships, funding opportunities, and networks that might not be accessible to for-profit businesses. It can also enhance your brand's reputation and credibility, as consumers increasingly prefer to support businesses that align with their values.

Integrating a NonProfit with Your For-Profit Business: A Strategic Move

Integrating a NonProfit with your for-profit business isn't just about doing good—it's a strategic move that can contribute to your overall business success. By aligning your business's mission with a cause, you can tap into a growing market of socially conscious consumers. You can differentiate your brand in a crowded market, create deeper connections with your customers, and foster loyalty that goes beyond the transactional.

Moreover, a NonProfit can serve as a platform for innovation. It can allow you to experiment with new ideas, products, or services that align with your social mission, without the pressure of immediate profitability. These innovations can not only drive your NonProfit's impact but also potentially feed back into your for-profit business, creating a virtuous cycle of impact and innovation.

For instance, Chobani, the popular yogurt brand, founded the Chobani Foundation to support healthy lifestyles and strengthen communities.

Now here's the best part:

Once the NonProfit is set up, you can apply for the Google Ad Grant. This involves creating a website that meets Google's eligibility requirements, submitting an application and setting up a Google Ads account. It's important to carefully follow the rules and regulations to ensure that your application is approved.

Finally, you need to strategically use the Google Ad Grant to boost your profitability and social impact. This involves creating effective ad campaigns, continually optimizing your website for conversions, and regularly monitoring and adjusting your strategies.

Consider the case of

TOMS Shoes. They've successfully set up a strategic alignment with their One for One model, where for every pair of shoes sold, a pair is donated to a person in need. This mission aligns with numerous nonprofits that serve the underprivileged, allowing TOMS to leverage the Google Ad Grant to reach more customers, boost sales, and increase their social impact.

It's Not a Distraction. It's a Key Promotional Strategy.

You may be tempted to think that your own NonProfit may be a distraction from your core business. That's one reason why so few entrepreneurs and business owners take this savvy step.

But they're missing the bigger picture. When you're operating from a Social Impact mentality, you generate longer-term customer relationships. That means your lifetime customer value rises, your cost of customer acquisition drops and you could actually enjoy more business stability.

When your NonProfit applies the Google Ad Grant, it can become a highly powerful front-end lead generation system for you. Of course you'll be following all appropriate regulations, but when you focus on providing value to the NonProfit, the benefits will be returned multiple times.

So you can see that by following these steps, you can transform your business into a Social Impact Business – a business that's not only profitable but also makes a positive difference in the world.



IX. Additional Benefits.

Once you create your own NonProfit entity, you and your NonProfit may enjoy some significant rewards.

The NonProfit can access limitless grants and discounts that are readily available. The NonProfit can open the doors to business relationships far more easily than for-profit businesses can.

Consider this: When you approach another business as a NonProfit, you're leading with a cause and a "do good" message. There's far less resistance to your message than if you were leading with the typical "buy my stuff" strategy. Your potential business relationship begins with a common cause.

But there's more. There are **massive tax and legacy benefits** for you as the founder of (and donor to) a NonProfit. America's legendary wealth barons, the Carnegies, Kennedys, Mellons, Rockefellers, for instance, created their own NonProfit philanthropic organizations which saved them millions in tax and preserved their legacies that continue to last generation after generation.

Once again, you must follow all applicable rules and regulations to remain in compliance, and when you do, you'll be dancing the happy dance all the way to the bank!

Intrigued? Let's continue.



X. Your Call to Action

Now that you understand the power of strategic alignment and the potential of the Google Ad Grant, it's time to take action. It's time to transform your business into a Social Impact Business.

This is not just about **boosting your profitability** – although that's certainly a major benefit. It's about making a positive difference in the world. It's about leveraging your resources, your influence, and your creativity to solve pressing social problems. It's about building a business that you can be proud of and **a legacy that can last for generations.**

So, are you ready to take the first step? Are you ready to explore the potential of strategic alignment, your own NonProfit and the Google Ad Grant? Are you ready to join the ranks of businesses like TOMS Shoes and Bombas that are not only profitable but also make a real difference in the world?

If your answer is yes, then let's talk. I invite you to set up a complimentary High Impact Outcome call with me or a member of my team.

Let's discuss your business, your mission, and your vision for the future. Let's explore how you can leverage the power of the Google Ad Grant to boost your profitability and social impact (Imagine what \$10,000 per month in free targeted advertising—every month—forever—can do for your NonProfit and your bottom line).

Let's start your journey towards becoming a high-profit Social Impact Business.



XI. Conclusion

We've come a long way in this manifesto. We've explored the problems with the current business landscape, the profitable power of social responsibility, and the potential of the Google Ad Grant to boost your bottom line.

We've looked at inspiring success stories and outlined a path to becoming a Social Impact Business.

But this is just the beginning. The real journey starts now - with you. You have the power to transform your business into a force for good. You have the power to leverage the Google Ad Grant to boost your profitability and social impact. You have the power to make a real difference in the world.

Remember, this is not just about doing good - it's about doing well. It's about building a successful, profitable business that also contributes positively to society.

It's about creating value that extends beyond the bottom line and creating a legacy that will last for generations.

So, are you ready to take the first step? Are you ready to transform your business into a Social Impact Business? If your answer is yes, then I invite you to set up a High Impact Outcome Call right now. Let's start your journey towards doing good and doing well.

Yes! Let's Talk!

