

NAME: \_\_\_\_\_ PERIOD: \_\_\_\_\_ DATE: \_\_\_\_\_



# ***Start Something That Matters***

## Ch. 7: Giving is Good Business

Answer the following questions in complete sentences. (due Fri., 5/24/2019) [10 points]

<p>1. What is FEED? How did it start? What does the organization do?</p>	
<p>2. How is the business model of FEED Projects similar to that of TOMS? How is it different?</p>	
<p>3. How is being a giving-based business an advantage when it comes to attracting partners? What value did AT&amp;T get from featuring TOMS in a national commercial? What value did TOMS get?</p>	
<p>4. If TOMS just made canvas shoes and didn't incorporate giving into its business model, would the company be as successful as it is today? How would things have been different?</p>	
<p>5. TOMS makes shoes and eyewear. FEED Projects makes canvas bags. What other types of companies might be good candidates to incorporate giving into their business models?</p>	

<p>6. Explain Blake's revision of Milton Friedman's quote, "The only social responsibility of business is to increase its profits."</p>	
<p>7. Can you think of any type of company where incorporating giving might NOT make sense? How could a brick-making company incorporate giving into its business? What about a software company? A coffee shop?</p>	
<p>8. Think of a handful of your favorite nonprofits. Could these organizations do more good as for-profit companies? Are there some instances where being a for-profit business just isn't viable, or where the cause would be better served by a nonprofit?</p>	
<p>9. When is the last time you bought a product or service because you liked the company's mission? What about the brand's story did you find important or moving? Are there some products or services that you would buy regardless of the company that makes them?</p>	
<p>10. As conscious consumerism becomes more widespread, some companies will increasingly pay lip service to being socially and environmentally friendly, without actually being so. Have you experienced any examples of this? As you begin to start something that matters, how can you ensure that authenticity is woven into everything you do?</p>	