



Jim: Hi, this is Jim Pedderson, I'm, SoCap Agency and we're here today in our ongoing series of videos, uh and interviews with entrepreneurs, business owners, and marketing pros, uh that are intended to help other entrepreneurs, business owners, and marketing pros. Uh, we're here today with Zak Ferry, he's the executive director of the Lion Project. Zak, why don't you tell us a little bit about the Lion Project, you can say it better than I can.

Zak: Sure, sure. Um, the Lion Project's mission is to help accelerate other non-profit growth through video production, marketing, and service projects. And so, um, typically what we do is select four non-profits, shoot a high-end video for them, introduce our community of business owners that support the Lion Project to these four, and we identify tangible needs that they have that we can all sort of rally around. Uh, and what's unique with us is that we document and and film where our donor's money goes, and how it's changing lives.

Jim: Very good. I would imagine, uh, there was maybe a little bit of a challenge, or maybe an ongoing challenge, of finding companies that are maybe used to, in their philanthropic efforts, just cutting a big check, and having that big photo op with the big check. How do you get them to like, get involved in, in you know really asking of their time and energy and the time and energy of their employees?

Zak: Yeah, I think it's an education piece, really. I, you know, where we're at now is light-years from where we've come from in that you know that, that sort of mentality of like "oh you're a non-profit, you just want a check, okay". Well, really what they're missing out on is the opportunity to involve their company, their employees, to be, you know heavily involved in the actual projects; getting their, we say you're missing out on getting your, your hands dirty and hearts filled, right. So that, that and it and what it does is it really helps, uh create a new culture in their company of giving back, and there's a desire of that in their companies and I, we've got some statistics to to to point to that, but it also gives them an opportunity to, uh, get, get a different touchpoint. Um, we give them a thank you video so they can thank their customers for being loyal and because of them they've been able to give back to this awesome cause, right so, uh, it's a different touchpoint than sending them like "hey, here's, you know what we got selling today" you know this month, specials, that kind of thing

Jim: right, right

Zak: And then um, the other thing is just uh, elevating brand. You know their brand equity and in, in just where how they're investing their dollars, um creating that sort of social, um socially responsible organization that, a lot of them desire to be.

Jim: Right, and it's not just a brand, their kind of outward facing brand that they're selling to consumers, it's also the inward, you know, the employer brand.

Zak: Yes





Jim: I would imagine that it's crucial for getting millennials who are very interested in working for companies that, you know, stand for something.

Zak: Yeah, so uh a recent study done by the Communication of Employee and Millennial Engagement, uh says that 75% of millennials will take a reduced payment, pay, like take a pay cut essentially, to work for a company that's actually giving back to the community in which they live in, which blows my mind.

Jim: Right, well and I think that's probably part of the reason that millennials seem to be making less, you know compared to their previous generations but I think, money's less important. What's, so what's the feedback been from, you know the corporations that are involved, from the non-profits, how's that?

Zak: Yeah, I mean um, all in all, you know really great, we've, we see actually, so, we we've got companies that kind of just support us financially and then we've got companies that support us financially and come out with their employees. And, uh the one, the groups that come out with, uh their employees, regular we do four a year, um man they see just uh, uh, that it's just the thing that all their employees are looking forward to each quarter, and um it just seems that, uh the feedback we get is the more involved they can be, uh it really elevates their company culture, their brand, and and uh you know, their, their uh touches to their customers.

Jim: That's great. Well that's what, uh every company wants right.

Zak: Yeah

Jim: Well hey, thank you very much for taking time out

Zak: Yeah, thanks for having me,

and visiting with us and telling us about the Lion Project, and again this is Jim Pedderson from SoCap Agency and please join us again for our next interview. Thanks.

