

Benefits of Signing

How Your Organization Benefits When You Sign the Pledge

By Shel Horowitz

In our “what’s in it for me?” culture, you’ll be glad to know the benefits that signing the Business Ethics Pledge offers you and your organization.

Let’s start with the most important.

Signing the Pledge Creates Trust

- *Every consumer has been ripped off at some point—and we all want to do business with companies we can trust.*
- **Your signature on the Pledge shows that you can be trusted. Displaying the Pledge logo helps convince prospects to give you a try, and first-time customers to return (and tell their friends).**
- *If there’s a problem, your customer is more likely to offer a chance to make it right (a huge favor to you)—and less likely to go out and grumble to the world about the shoddy experience. Taking the Pledge is a commitment. You’re showing your prospects that your company would rather do the right thing (and build customer relationships that last years) than burn people for a quick one-time buck.*

When you “walk your talk,” you’ll create fans who will enthusiastically recommend you to others. But if the Pledge raises false expectations and hopes, and the reality is the same old sleazy stuff, it’ll backfire.

You’re in the Forefront of a Movement to Make a Better Society

Why are you in business? Most entrepreneurs answer, “to make a difference.” By joining the Pledge campaign,

- *You put your actions in alignment with your beliefs*
- **You participate in change throughout the world**
- *When you hear someone attacking business owners as sleazy and selfish, you can say you’re part of a movement to make the entire business culture socially responsible. As a pledge-signer, you’re entitled to a link from our website*—and that boosts your own ratings in search engine listings (especially Google)*

If you volunteer for media interviews about the Pledge, you can reach new audiences through the press.

When you bring up the Pledge movement when reporters interview you about other matters, you could parlay small stories into larger or more frequent ones—because running an ethical business is newsworthy!

*As long as your site is not pornography, hate speech, or other unacceptable content