



Doing for Others
Jack Burke

Divorces are nasty and everyone generally takes sides. Several months ago, the world took sides quickly when Heather Mills attacked her husband and revered Beetle, Paul McCartney. Most people, like me, sided with Paul. We knew in our hearts that he could never do the things she claimed. Heather was on the "outs" with most of the world.

A few short months later, the public began accepting (if not loving) Heather Mills, as she put herself on the line in "Dancing with the Stars." We slowly began to admire her courage and persistence. We were amazed at some of the gymnastics she managed to pull off during the dance routines. We may not have liked her, but we began to respect her. We understood her need to champion the disabled community. But the real kicker was that she used this opportunity to donate all of her fees to charity, while raising millions of additional dollars in donations.

If charity and visibility can help heal the public perception of Heather Mills, imagine what it can do for businesses that already have a solid image in their communities. Imagine what it can do for you!

One charity that has its roots in the insurance industry is **PACS-USA (People Against Children Starving)**. As the "USA" portion suggests, this charity stays at home here in the United States. Founded by New Jersey insurance agency owner, A1 Singer, PACS-USA is a program designed to fight against childhood hunger - and help agencies (or any business) to gain positive publicity in their communities.

Here's how it works. An agency commits to a \$5,400 monetary donation, which A1 turns into a truckload of food valued at nearly \$50,000. The agency can either underwrite the entire \$5,400 or solicit donations from friends and clients that would like to participate. Once the donation is made, arrangements are put in place for a truckload of food to be delivered to a community organization of your choice. **PACS-USA** then helps you coordinate local publicity to cover the delivery. Plus, your staff, clients and friends are urged to be on hand for the unloading of the truck. What a wonderful way to do good for the children in your community, while doing good for your agency as well. Complete details can be found at the PACS-USA web site: www.pacsusa.org.

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