



Case Study

FIRSTWEST
CREDIT UNION

FIRST WEST CREDIT UNION

Have ambassadors create content for you

The First West Credit Union team used Do Some Good to fully streamline their donation and sponsorship requests, but they wanted an easy way to tie their giving to storytelling. Pulling together community stories was time-consuming, with many back-and-forth emails with charities to gather impact statements and photos.



Enter Do Some Good!

Do Some Good's one-of-a-kind **Story Generator** made it easy for the First West team to to:

- Have authentic stories from charities they've supported auto-created FOR them - no work on their part! [Watch this video to learn more](#)
- Share the stories with one click on social media, their website, and even local media sites
- Boost their brand and reputation as a company that cares

"Generating shareable content on our impact using Do Some Good's Story Generator is elevating our communications while keeping things simple and seamless. That's a win-win for our community."

- Susan Byrom, Executive Director, Community Investment & First West Foundation

The Results

First West was able to measure positive results, including:

- Significant time saved creating content
- Elimination of back-and-forth emails, saving charities time
- Increase in brand reach and exposure

Using our Story Generator, First West received 100 community impact stories during one giving season!
They used to spend about 1 hour creating a story; having stories auto-generated FOR them saved nearly 2 weeks worth of staff time!

No matter what size your business is, our **Story Generator** turns any donation request into a marketing opportunity! You can also auto-generate stories for customer or employee spotlights, amplify campaigns, and more. Save time, have great content to share, and boost your brand and reputation as a company that cares!

hello@DoSomeGood.ca | GoodCompany.ca