

Strengthening Our Community Through Volunteerism

By Mindy Ferrentino Wolfle

Neptune Marketing LLC proudly supports a number of civic, philanthropic, charitable, and not-for-profit organizations. By giving back to our Long Island community, we ensure a better life for our neighbors and ourselves. Support need not come in the form of dollars and cents. Your time, energy, creativity, and connections to others are all highly valued by the many groups begging for both leaders and worker-bees.



So what can you do to make a difference? Volunteer! Most of these organizations run on a shoestring budget and rely heavily on the participation of their volunteers. Board members and committee members often do the bulk of the work needed to make events successful, to recruit other volunteers, to bring in new supporters, to raise development dollars, and to keep the proverbial ship afloat. That person selling raffles, working the registration table, creating the invitation, arranging the program, filling the goody bags, attracting sponsors, hand-holding honorees, walking to raise awareness, handing out water, taking photos, speaking to students, making calls, writing letters, and on and on and on – that person is most often a volunteer.



Volunteerism, while altruistic, has many other benefits. Although it might be obvious, volunteerism is a superb way to network. Not only do you provide tremendous benefits for the groups you support, but you meet like-minded people from all walks of life – people whose paths yours might not otherwise have crossed. Volunteerism is good for your head, for your heart, and for your business. You won't be disappointed, and neither will those who you'll be helping to realize a dream, cure a disease, make a difference in a young person's life, build a strong organization, and provide the means for a better life for everyone on Long Island.



Mindy Ferrentino Wolfle is the president of Neptune Marketing LLC, a full service marketing, communications and public relations firm, primarily serving the Long Island market. She can be reached at mindy@NeptuneMarketing.com or 516.431.7572.