



YOUR MISSION, OUR PASSION

THE
3 BIGGEST MISTAKES
PRACTICES MAKE WITH
COMMUNITY
ENGAGEMENT

AND HOW TO FIX THEM

LEARN HOW TO AVOID THESE PITFALLS AND TURN
YOUR MISSION INTO A POWERFUL GROWTH STRATEGY.



ARE YOU MAKING THESE COSTLY COMMUNITY ENGAGEMENT MISTAKES?

Why Most Practices Struggle to Make an Impact

Many healthcare practices want to be more involved in their communities, but they often fall into these common traps. Here we will show you the 3 biggest mistakes we see practices make—and actionable steps to fix them.



Mistake #1

SUPPORTING RANDOM CAUSES WITHOUT A CLEAR MISSION

The Problem: Many practices donate to various causes, sponsor local events, or post about awareness months—but these efforts feel **scattered and disconnected**. Patients don't see a strong reason to engage because there's no clear alignment with the practice's core mission.

The Fix: Define a **mission-driven community impact strategy** that aligns with your specialty and values.

For example:

- A **dental practice** focusing on **preventive oral health for underserved children**.
- A **med spa** launching a **confidence-boosting initiative for survivors of trauma**.
- A **wellness clinic** creating a **longevity education program** for local businesses.

Take Action Today: Identify **one cause that directly relates to your expertise and practice values**—and build your engagement around it.



Mistake #2

TREATING COMMUNITY INVOLVEMENT AS A ONE-TIME EVENT

The Problem: Hosting a free clinic day, donating to a charity, or running a social media giveaway is great—but one-time events don't drive long-term **visibility, patient loyalty, or sustainable impact.**

The Fix: Turn your **one-time efforts into an ongoing initiative.**

- Instead of a **one-day free clinic**, establish a **quarterly outreach program.**
- Instead of a **single donation**, create an **annual campaign** where patients can participate.
- Instead of just posting about a cause, **partner with a nonprofit** to build awareness and involvement year-round.

Take Action Today: Choose one **ongoing initiative** your practice can commit to for **at least 12 months** to build lasting engagement.

Mistake #3

FAILING TO STRUCTURE EFFORTS FOR GROWTH & FINANCIAL BENEFITS

The Problem: Many practices assume community work is purely charitable—when in reality, a structured approach can create **financial advantages, funding opportunities, and increase patient acquisition**. Without a clear **strategy**, practices miss out on growth opportunities.

The Fix: Leverage a **structured nonprofit model** to increase your impact and create lasting sustainability:

- **Establish a 501(c)(3) nonprofit** to access **funding & corporate sponsorships**.
- **Use patient-driven initiatives** to involve your community in the mission.
- **Take advantage of long-term benefits** by shifting community outreach into a structured, deductible initiative.

Take Action Today: Connect with a team that specializes in **integrating nonprofit development into symbiotic growth for your practice**—so your impact efforts are both meaningful and financially rewarding.

Since implementing a purpose-driven nonprofit, many small businesses have seen up to a 32% increase in referrals. (2021 Porter Novelli Purpose Premium Index)



READY TO TURN YOUR IMPACT INTO A GROWTH STRATEGY?

Quick action steps for providers to implement immediately

- Define your core mission and align community efforts with your expertise.
- Establish a **sustainable framework** for giving back (e.g., launching a nonprofit).
- Leverage partnerships, storytelling, and media to **increase visibility** and impact.

Avoid these common mistakes and start **building a lasting legacy** that strengthens your practice, deepens patient trust, and creates real change in your community.



**WANT A PROVEN STRATEGY FOR
TURNING YOUR MISSION INTO
MEASURABLE SUCCESS?
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