

GROWLY DELIVERS



GREENLIGHT GREENPAPER

Launched the new community giving program “Buy Me a Growler”, partnering with **4** local organizations and publishing **1** press release to advance the social impact of Growly Delivers.

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Visit GLSolutions.org to learn more & donate. Contact info@GLSolutions.org to get involved.



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Challenges & Opportunities

Growly Delivers has recently launched a new initiative called “Buy me a Growler.” This project allows current Growly customers to donate a percentage of their purchase to local sustainable organizations. This presented GreenLight Solutions with the opportunity to establish these partnerships. Another challenge that Growly presented was expanding their customer base, which presented us with another opportunity: to publish a press release.

Recommended Solutions

Our first solution was to develop a decision-making framework for choosing organizations to partner with. By doing so, we put **24** local organizations through the framework, contacted **14** organizations, and onboarded **4** organizations. Now, buymeagrowler.com features [NourishPhx](#), [Girls Pint Out](#), [Tap That AZ](#), and [GreenLight Solutions](#). We also supported our Project Partner in expanding their exposure by creating a ready to be published press release announcing the Growly Delivers initiatives.

Project Benefits

BENEFITS TO PROJECT PARTNER

Growly Delivers gained four new partnerships for the launch of its new community giving initiative, advancing its commitment to social impact. Furthermore, Growly Delivers expanded its brand awareness and increased profits.

Benefits to Solutioneers

We learned how to create an actionable decision making framework. We also learned the best practices for community outreach that could create our desired outcomes. In order for this project to be successful, the team had to learn how to overcome challenges quickly, and sharpened our professional skills and knowledge.

BENEFITS TO THE COMMUNITY

More community members were introduced to Growly Delivers so they can drink craft beer while reducing their waste and saving money. This initiative allows people to support the local economy through their purchases from Growly Delivers and its 6% donations to its community partners. By supporting the local sustainable organizations, they are able to continue their good work in the community. This project is a perfect example of how buying local can have tremendous positive impacts in your community.