



CAUSE MARKETING is a partnership between a nonprofit and a for-profit for mutual benefit.



PARTNER

True mutually beneficial, mutually respectful



PURPOSE

Driven by social purpose



PASSION

Making a difference to people, the community, the world.



PROFITS

Commercial endeavor & the goal for both sides is profits

WHAT THE 2018 RESEARCH SAYS

78% Believe companies must do more than just make money; they must positively impact society too

66% Would switch from a product they typically buy, to a new product from a purpose-driven company

77% Feel a stronger emotional connection to purpose-driven companies over traditional companies

68% More willing to share content with their social networks over that of traditional companies

TRANSPARENCY IN CAUSE MARKETING PARTNERSHIPS

Yours and Second Helpings' brand is its most significant asset. It's important to provide consumers with adequate information to make informed decisions at the point of purchase. To maintain transparency and public trust and confidence, cause marketing program details should be displayed in your promotion and include:

- The start and end dates of the campaign
- Clear promotion description
- The Second Helpings name and/or logo (possibly with our mission)
- Benefit to be received by Second Helpings from the purchase of your product or use of your service
- The flat donation, minimum or maximum amount guaranteed to Second Helpings, or any cap on the donation
- If our logo is used on a product, clearly disclose whether the purchase of your product will trigger a donation
- Any required consumer action for the donation to be made and/or any other restrictions on the donation

BEST PRACTICES FOR A CAUSE MARKETING PARTNERSHIPS



Signed agreement with term description details



Provide Second Helpings with reporting on your unit sales and/or point of sale donations



After your campaign, inform the public how much was raised via e-newsletter, website or other forms of social media

Want to partner with Second Helpings? Please connect with our Special Events Manager Jen Tornatta at jentornatta@secondhelpings.org or call (317) 632-2664 x123.



Sources: Daw, J. (2006) *Cause Marketing for Nonprofits: Partner for Purpose, Passion and Profits*. Hoboken, New Jersey: Wiley. | 2018 Cone/Porter Novelli *Purpose Study* (2018). Retrieved from ConeComm.com | Waters, J. (2011, January 5) *(Re)Defining Cause Marketing*. Retrieved from SelfishGiving.com