

# Cause Marketing: *How To Benefit From Doing Good*

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**What is cause marketing**

**Impact of cause marketing**

**Examples**

*Cause marketing or cause-related marketing* refers to a type of marketing involving the cooperative efforts of a for-profit business and a non-profit organization for mutual benefit.

## IN ESSENCE...

**For-profit companies partner with nonprofit companies**

- ★ **For-profit companies build a philanthropic and caring image**
- ★ **Nonprofits get financial support**

# RISE OF CAUSE MARKETING...

One of the earliest uses (1983) involved promotion by American Express: For each purchase made with card one penny contributed to renovation of Statue of Liberty.

- Raised \$1.7 million
- Generated 28% increase in card usage

According to a report published by *onPhilanthropy*, cause marketing sponsorship by American businesses is rising at a dramatic rate. In 1990 it was **\$120 million**. For 2016 the forecasted growth for cause marketing is set to reach **\$1.92 billion**

**Why the growth? It works!!**







**RED**

**BUY (STARBUCKS) RED.  
HELP SAVE LIVES.**

“One way we support our global communities is through our eight-year partnership with (RED) – thanks to you we’ve raised more than \$13 million and counting. All donations generated through our (PRODUCT)RED products and programs go to the Global Fund to help finance HIV/AIDS prevention, education and treatment programs.”





Uber's latest program with **Share Our Strength** was a home run. Their initial goal was to provide #3MillionMeals for children in need by allowing riders to make a \$5 donation within the Uber app to support *No Kid Hungry*. Within four days, the Uber Community had donated enough money to provide a record #5MillionMeals!



Kmart continues to struggle. But that makes their \$22 million fundraising feat even more impressive.



Wendy's has always been a big supporter of adoption programs. After all, the late Dave Thomas, the chain's founder, was himself adopted. In 1992, he founded the Dave Thomas Foundation for Adoption. Recently they have been marketing their efforts.





One Fund, the fund set up for the victims of the Boston Marathon Bombing. Nick and Chris had hoped to sell a couple hundred shirts. Instead they sold over 59,000 tees and raised nearly one million dollars. -





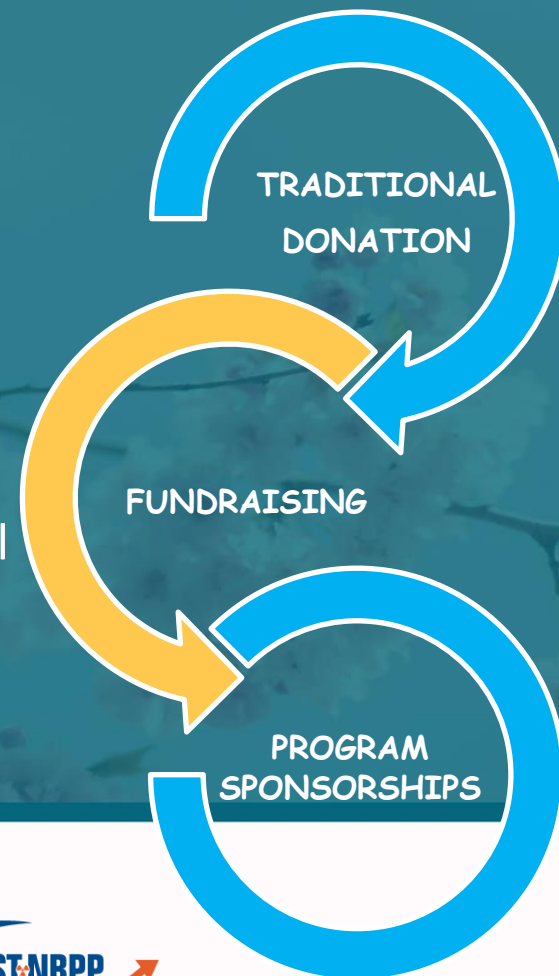
If you've not heard of [TOMS](#), you'll be amazed at what this *for-profit* enterprise has accomplished in the world. Since 2006, TOMS has put **10 million pairs shoes** on children's feet in over 60 countries. And since 2011, TOMS has **restored the sight of over 150,000** through purchases of TOMS Eyewear.

# THREE FORMS OF CAUSE MARKETING

**Traditional cause-related marketing:** Donation-with-purchase of a company's products or services (funds from company)

**Consumer fundraising:** Company promotes an opportunity for its customers to make a donation at their place of business (funds from consumer)

**Event, initiative, or program sponsorship:** Traditional sponsorship model where a financial commitment is made in exchange for defined benefits around the sponsored asset (funds from company).



# FIVE ELEMENTS OF CAUSE MARKETING

1. Simple and inspiring messaging

2. Strong visual storytelling

*Studies show people read only about 20% of today's web pages and are driven more by an image or short video.*

3. A physical element or exhibit

4. Strong emphasis on social sharing and earned media (publicity gained through promotional efforts other than advertising)

5. Focus on a big issue coupled with a request for a small personal action

**“The Elements of an Effective Cause Marketing Campaign”**

*Harvard Business Review, February 19, 2016*

# WHAT IS THE IMPACT?

Likelihood to switch brands = 87%

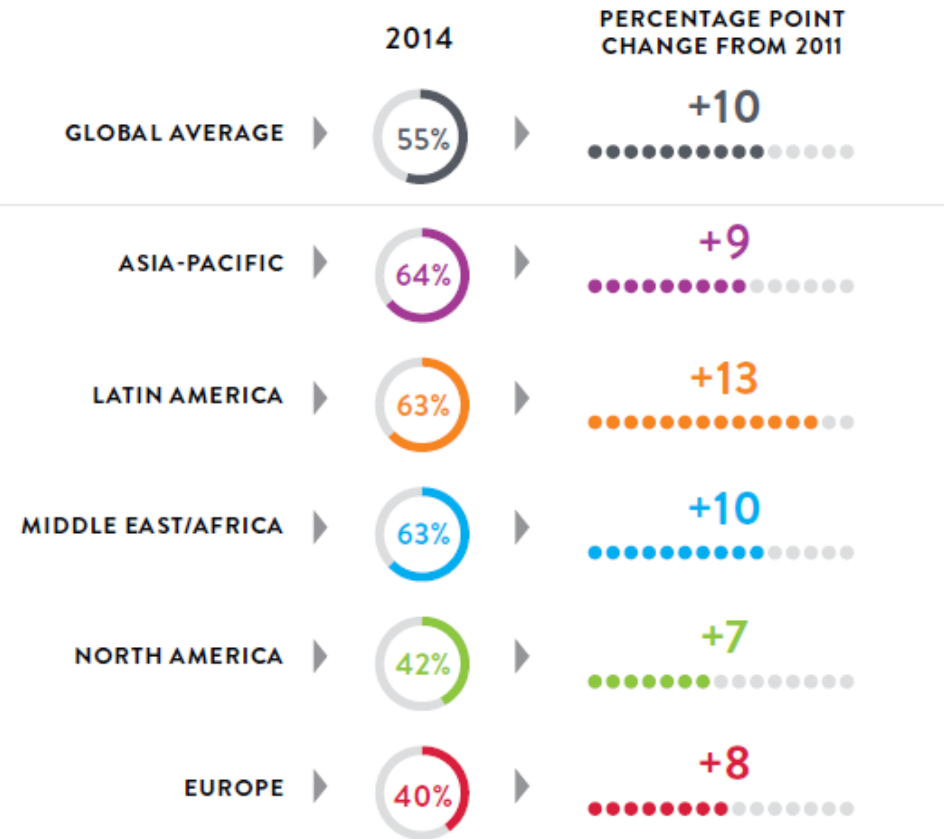
Proud of my company's values = 87%

Purchased a product = 36%

Told a friend or family member = 30%



PERCENT WILLING TO PAY EXTRA FOR PRODUCTS AND SERVICES FROM COMPANIES COMMITTED TO POSITIVE SOCIAL AND ENVIRONMENTAL IMPACT



Nielson 2014

**“Cause Related Marketing adds another dimension. It provides the emotional as well as the rational engagement of the consumer with the brand. It provides a tangible demonstration of the company’s corporate social responsibility, its values and its ethics.”**

Sue Adkins, International expert on CRM,  
Business in the Community

We can all think of causes we want to or already support: veterans, children, animals, the sick, the poor, etc.



# WHAT IS YOUR CAUSE?





Find a cause you believe in which  
can also impact your business in a  
positive way!

**Identify your cause and support it!**

**We are passionate about saving the lives of those exposed to radioactive radon gas. With more than 21,000 deaths a year – *1 every 25 minutes* – attributed to this issue, we need your help!**

