



AKRON-CANTON REGIONAL
**FOOD
BANK**



Cause Marketing and Community
Event Guidelines & Support



Cause Marketing

Consider partnering with your Akron-Canton Regional Foodbank for a cause marketing campaign. Cause marketing is a great way to increase your revenue while also benefiting a nonprofit making a difference within your local community. When you partner with the Foodbank, you can make a significant difference in the local fight against hunger. And when \$1 helps provide the equivalent of 3 meals, your business can truly make an impact on the individuals, seniors and children facing hunger.

What is Cause Marketing?

- Cause marketing refers to a type of marketing involving the cooperative efforts of a for-profit business and a nonprofit organization for mutual benefit. The business supports the nonprofit by utilizing its financial resources to market an activity to their customer base.
- Cause marketing encourages participation through consumer awareness, perception, education and active promotion.
- A cause marketing campaign should be easy for the consumer to participate in.
- The benefit offered by the nonprofit organization is the use of its name, logo and positive brand awareness to leverage support for the marketing activity.

Examples

1. For every large pizza sold within the month of October, the pizza shop will give the Foodbank 25% of the profit.
2. Ask each customer to make a donation at the cash register while checking out. At the end of the month, the business sends the Foodbank the total donation amount collected.





Cause Marketing Guidelines

1. All companies or organizations engaging in a cause marketing campaign must sign an agreement outlining the campaign components, fundraising goal and promotional plan.
2. The public must be informed how the Foodbank will benefit from the campaign. If the Foodbank will receive only a portion of the sale proceeds, this should be clearly stated.
3. All cause marketing campaign partners are expected to generate publicity for the campaign through their in-kind channels or social media platforms.
4. To provide consistent messaging of the Foodbank's mission and work, all marketing and media materials must be approved by the Foodbank prior to the dissemination of the materials.
5. Proceeds of cause marketing campaigns must be received by the Foodbank within 60 days of the completion of the campaign.
6. **There are campaigns that the Foodbank cannot support or approve:**
 - Fundraising events or programs that require any financing from the Foodbank
 - Fundraising events or programs that involve an agreement to raise funds on a commission, bonus or percentage basis
 - Fundraising events that require Foodbank endorsement, marketing or participation in the direct sale of a product or service
 - Fundraising events or programs that compete or conflict with an already scheduled Foodbank event
 - Fundraising events or programs that fail to comply with any municipal, county, state and/or federal law
 - Fundraising events or programs that involve the promotion of a political party or candidate or the endorsement of political issues
7. The Foodbank reserves the right to make changes to these guidelines and levels of support as needed.





Cause Marketing and Community Event Support

To ensure support of your efforts while balancing our organization's limited resources, the Foodbank is able to provide different levels of assistance based on the below levels of financial benefit. Please submit your promotion or event for approval. After you have received approval, you will receive:

Donations less than \$1,000:

- A customized online fundraising page on the Foodbank's platform Team Raiser if requested
- Listed as an event on the Foodbank's website
- Foodbank logo and brand guidelines

Donations \$5,000+:

- Items above, plus:
- A member of the Foodbank's staff will speak at an event associated with the campaign.
- A post about the campaign or event on the Foodbank's social media sites as long as an image or graphic is provided. Please note the timing, frequency and specific social media platform used is at the discretion of the Foodbank.

Donations \$10,000+:

- Items above, plus:
- A check presentation photo can be orchestrated at the Foodbank or another agreed upon location.
- Your choice of one the following three options:
 1. Distribution of a joint press release, providing that the promotion falls within a mutually agreeable media window.
 2. A promotional story will be included in the Foodbank's e-newsletter, distributed to 50,000+ readers.
 3. A promotional story will be listed on the Foodbank's website, averaging 15,000 visitors each month.

Additionally, The Akron-Canton Regional Foodbank cannot provide the following:

- Media lists
- Donor mailing lists or mail sent on behalf of a third party
- Personal information or direct access to clients served by the Foodbank's hunger-relief partners
- Design and/or printing of promotional materials
- Funding or reimbursing of expenses
- Insurance coverage
- F2 permits