

CAUSE MARKETING OVERVIEW 2019



Thank you for your interest in supporting the Greater Chicago Food Depository through a Cause Marketing Program!

Why Choose the Food Depository for your Cause Marketing efforts?

*When choosing between two brands of equal quality and price, 90% of U.S. shoppers are likely to switch to a cause branded product.** Since our first distribution of food to the community in 1979, the Food Depository, a well-established 501(c)(3), continues to serve as a resource for our neighbors struggling with hunger. As we continue to increase access to nutritious food and strive to be nimble in our response to meet the need, we recognize the power of connecting with local businesses. A partnership with the Food Depository elevates your brand profile, by connecting you to a cause that shows your consumers you care about the community.*

The Food Depository appreciates donations of all amounts from individuals and companies.

Please note: if you wish to use our logo, we require a signed Cause Marketing Agreement, which also includes a minimum donation commitment. Agreements are created for each partnership and will be drafted after learning more about the event.

Below are general guidelines to help you determine if a cause-related marketing promotion with the Food Depository will both meet your business objectives and help us with our mission of *providing food for hungry people while striving to end hunger in our community.*

Criteria for businesses seeking partnership with the Food Depository: To ensure that all cause-related marketing promotions benefiting the Food Depository are consistent with best practices, the Food Depository requests a minimum guaranteed financial commitment of \$5,000* for logo usage related to cause marketing promotions/consumer-facing promotions. We recognize that businesses of different sizes may not be able to commit to a minimum donation. Those that are unsure whether they can meet the minimum are always welcome to donate any amount, but must also sign an agreement with a pledge to submit the donation within 45 days after the event/promotion ends, if you are using our name (or tagging us in social campaigns) to promote the event/program.

**Please note that \$5,000 is the minimum that will be considered for logo usage. Each program will be considered on an individual basis with factors including: length of time logo is used, whether the logo is requested on packaging, and the scope and scale of visibility of the logo in market/retail store locations.*

Donations under minimum of \$5,000 with signed agreement	Donations above minimum of \$5,000 with signed agreement for logo use*
Inclusion in our Partners page on ChicagosFoodBank.org	Inclusion in our Partners page on ChicagosFoodBank.org
Inclusion in our Events Calendar on ChicagosFoodBank.org	Inclusion in Events Calendar on ChicagosFoodBank.org
	Social media support***
	Promotional email inclusion***
	Inclusion in printed publications***

**Source: Causegood.com, 2018

***All marketing channels will be determined as a part of the agreement with details and dates being more specific in the agreement.

GENERAL GUIDELINES

Commitment	We ask that all programs or partners that sign a formal agreement <u>or</u> pledge to support the Food
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to Donation Fulfillment	Depository by using our name commit to submitting the donation within 45 days after the event/promotion.
Donation Messaging	The Food Depository asks that every product, brand, and/or company that displays the Food Depository logo must disclose the exact and full benefit to the Food Depository in plain and explicit language on all materials available to the public. The actual or anticipated amount of the purchase price that will benefit the Food Depository must be clearly stated.
Media Support	We would welcome you to secure media coverage on behalf of your company; if you do plan to secure media or digital coverage, please let us know how this fits into your larger promotional efforts. Please note that the Food Depository cannot commit to pitching media on behalf of your company.
Promotional Support	Please note that in line with IRS guidelines, we can share information about promotions connected to any level of donation amount. We cannot however explicitly endorse a partner's brand/product or provide a call to action that causes financial benefit to the sponsor. For example, we can say, "XYZ company is donating a meal for each cup of coffee sold this Friday." We <i>cannot</i> say, "Go to XYZ company and buy a cup of coffee this Friday and they'll donate a meal to us."
Marketing and Event Guidelines	<p>Included in the agreement will be proposed support across social channels and email newsletters. As part of our partnership process, we would welcome your recommendations on the best channels for support based on your audience profile and program goals.</p> <p>For all partnerships, it helps us to know the channels you plan to use for support and the creative assets you are producing to support the campaign. We encourage all donors to share that information with us, so we have a clear picture of the ways in which you are planning to support the promotion/event/item.</p> <p>We are able to receive monetary donations from events where alcohol is present, as long as the partner can procure their own liquor license and verify that all attendees are over 21.</p>