

# CAUSE RELATED MARKETING: BUILDING PROFITABLE RELATIONSHIPS WITH CORPORATE PARTNERS

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# Session Agenda & Goals:



- This seminar will provide attendees with:
  - ▣ A better understanding of CRM & how it can be mutually beneficial for both non-profits & corporations,
  - ▣ Focused and creative strategies to capture a corporation's attention and gain their (financial) support.
  
- We will cover the following topics in this session:
  - ▣ Cause Marketing 101
  - ▣ Packaging Your Assets
  - ▣ Researching Potential Partners
  - ▣ Managing the Partnership
  - ▣ Evaluating the Partnership/ROI

# What is *Cause-related Marketing*?

- **Cause-related marketing (CRM)** = A corporate/non-profit partnership that aligns the power of a company's brand, marketing, product(s) & people with a non-profit's cause, brand and assets.

# What is *Corporate Sponsorship*?

- **Corporate Sponsorship** = A financial arrangement between a corporation & non-profit that is used to:
  - ▣ Generate visibility, publicity, & community rapport
  - ▣ Co-brand/align goals with the non-profit or with a specific shared interest, topic or issue
  - ▣ Connect with the non-profit's audience/demographic

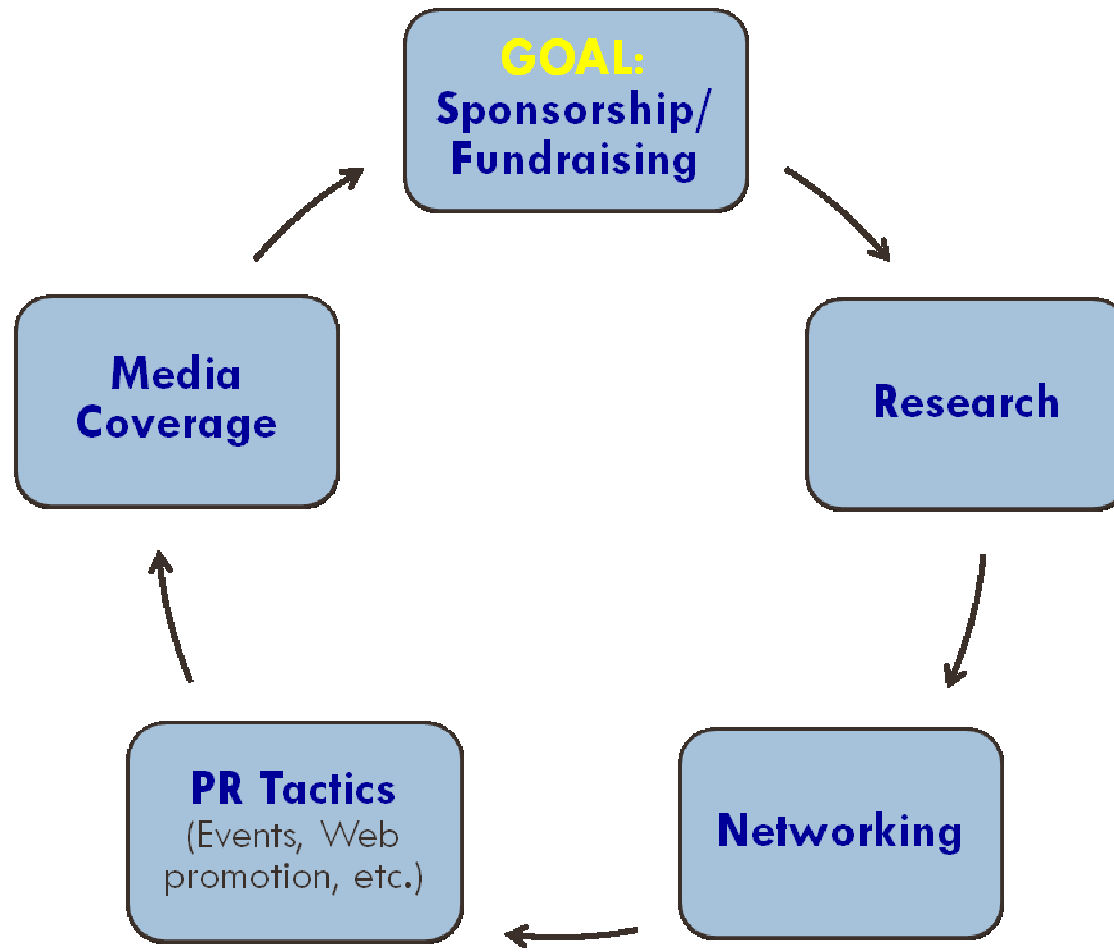
# How Does CRM Benefit *Corporations*?

- Enhances brand & corporate image
- Increases visibility & awareness
- Builds their consumer or client base
- Relatively inexpensive
- Corporate Social Responsibility (CSR)
- Customer loyalty & retention
- Gain an edge over the “competition”
- *CONTRIBUTES TO THE BOTTOM LINE!!!*

# How Does CRM Benefit *Non-profits*?

- Provides funding, revenue, financial support
- Promote awareness/visibility of your organization, campaign initiative(s), & your issue or cause
- Expand network of strategic partners & donors
- Increase membership, customer base, etc., via increased loyalty & retention
- Promote & expand current campaigns or projects
  - ▣ Leverage media, corp.'s channels of communication, etc.
- Opportunities for developing new joint initiatives

# Funding/Sponsorship Process Cycle



# 1.) Evaluate Your Assets:

## *What Makes You Different?*

- Mission & Vision → *How do yours align with the company's?*
- Leadership – Board of Directors, advisors, staff
- Network of members, stakeholders, advocates, etc.
- Outreach capabilities
- Deliverables & product
- Awards & accomplishments
- Value in the community
- Target audience(s)/customers/clients/members
- Competitors

## 2.) Packaging Your Assets:

### *Website, Marketing Materials, & Proposals*

- Information about the organization
  - Mission & Vision
  - Leadership – Board, staff, advisors, notable past leaders
  - *What makes you different?*
- Supportive quotes & testimonials from “customers” or corporate donors
- Major organizational initiatives & accomplishments
- Short success stories
- Other financial supporters
- Favorable press clips & Op-Eds

## 3.) Researching Potential Partners



- **Develop & Maintain a Prospecting List of Potential Corporate Sponsors or Donors:**
  - Research prospective corporate sponsors/donors & rank each one of them on a scale from 1-5
  - Identify a primary contact in the company
  - Identify a liaison from your organization with a relationship to the company
  - Include areas of interest to both your organization & the company in your pitch
  - Keep track of communication & status

# Researching Potential Partners (cont'd.)



- Research donors that have provided funding to “competing” non-profit organizations or campaigns
- Network with people from other organizations/ companies in your field, industry & trade contacts, lobbyists, lawyers, etc.
- Attend conferences & events
- Set-up networking meetings with corporate contacts
- Invite prospective donors to your events

# Researching Potential Partners:

## *Media & Industry/Trade Resources*



- *Wall Street Journal* – articles and advertisements
- *BusinessWeek* – articles and advertisements
- *Roll Call* – articles and advertisements
- Industry & trade publications (related to your organization's field, cause, and/or issue of interest)
- [Opensecrets.org](http://Opensecrets.org) – “National Donor Profiles” online
- [Lobbyingdisclosure.house.gov](http://Lobbyingdisclosure.house.gov)

# Researching Potential Partners:

## *Fundraising Resources*



- Sponsorship.com
- Guidestar.org
- Idealist.org
  - ▣ Fundraising resources toolbox:  
[www.idealism.org/tools/fundraising.html](http://www.idealism.org/tools/fundraising.html)

# Researching Potential Partners: *Fundraising Resources*

## □ NetworkforGood.org

The screenshot shows the Network for Good website homepage. At the top left is the logo "Network for Good" with the tagline "Powered By GROUNDSRING.org". To the right of the logo are links for "contact us" and "help". Below the logo is a navigation menu with tabs for "HOME", "FUNDRAISING", "VOLUNTEERS", "REPORTS", "RESOURCES", and "FOR INDIVIDUALS". A "Short Cuts" dropdown menu is also visible. The main content area features a large banner titled "EASY & AFFORDABLE ONLINE FUNDRAISING" with three buttons: "APPLY NOW", "GET DETAILS", and "MY ACCOUNT". Below the banner is a flowchart illustrating the fundraising process: "learn how to ask for donations Fundraising123" leads to "get donors online Donate Now", which leads to "send newsletters and emails EmailNow", which leads to "raise \$25 for every \$1 you spend on our services". To the right of the flowchart is a call to action to "Subscribe to our Weekly Marketing Tips Newsletter" with a "SIGN UP" button. Below that is a "CLICK FOR DEMO" button with the text "See Online Fundraising in Action!". At the bottom left is a "FUNDRAISING IN A BOX!" section with a "Learn More" link. At the bottom right is a "Online Fundraising Questions?" section with a phone number "1.888.284.7978" and a link to "ask a question..".

**Network for Good**  
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contact us | help

HOME FUNDRAISING VOLUNTEERS REPORTS RESOURCES FOR INDIVIDUALS Short Cuts

**EASY & AFFORDABLE ONLINE FUNDRAISING**

APPLY NOW GET DETAILS MY ACCOUNT

learn how to ask for donations  
**Fundraising123**

get donors online  
Donate Now

send newsletters and emails  
EmailNow

raise **\$25**  
for every \$1 you spend on our services

Subscribe to our Weekly Marketing Tips Newsletter  
**SIGN UP**

**CLICK FOR DEMO**  
See Online Fundraising in Action!

**Online Fundraising Questions?**  
Call us at **1.888.284.7978**  
or click here to ask a question..

**FUNDRAISING IN A BOX!**  
Get your quick start planning guide when you fundraise with Network for Good!  
**Learn More**

# Researching Potential Partners:

## *Association Resources*

- Association of Fundraising Professionals (AFP)
  - Website: [afpnet.org](http://afpnet.org)
  - Online News Publication: *AFP eWire*
  
- Foundation Center
  - Website: [foundationcenter.org](http://foundationcenter.org)
  
- American Society of Association Professionals (ASAE)
  - Website: [asaecenter.org](http://asaecenter.org)
  - Newsletter/Magazine: *Associations Now*
  
- The Globe We Share Foundation (TGWF)
  - Website: [globeweshare.org](http://globeweshare.org)

# Researching Potential Partners: *Online Resources*

- *Association Bisnow*
- *FundRaising Success Advisor* magazine
  - ▣ Provides fundraising professionals at non-profit organizations with campaign strategies & expert advice to help generate revenue to fulfill their mission.

## **Fundraising Info, Tools & Training for Non-profits:**

- StepbyStepFundraising.com
- NonprofitFundraisingResources.com
- FundraiserHelp.com
- About.com ([www.nonprofit.about.com/fundraising](http://www.nonprofit.about.com/fundraising))

# Researching Potential Partners: *Social Media/Web 2.0 Resources*

## How is Facebook enhancing online fundraising?:

- Facebook's **“Causes” application** is a targeted, customizable & affordable Web 2.0 tool.
  - ▣ By unlocking the power of group & individual social networks, this tool allows users to raise money, spread awareness, etc., for the causes they care about.
  - ▣ FAQ's @ Facebook's “Causes” App:  
<http://developers.facebook.com/cases/?causes>
- You can also add a **PayPal “Donate” Button** to your org.'s Facebook page as another fundraising tool.

## 4.) Managing Corporate Partners: *Expectations & Communications*

- ***Written Partnership Proposal***
  - ▣ List Corporate & Non-profit expectations, deliverables, etc.
- Acknowledge & thank your partners appropriately
  - ▣ Website & promotional materials
- Establish communication system
  - ▣ Monthly phone calls, quarterly meetings, e-mail updates, etc.
- Share your accomplishments (ex: via e-newsletter)
  - ▣ Share your success with Corporate partner(s) *and* the media
- Make valuable introductions, assist with networking

# Managing Corporate Partners:

## *Stay Informed*



- Stay informed of corporate news & industry trends
  - Corporate press releases
  - Keep track of stock & industry trends
  - WSJ, FT, & other financial/business trade press
  - Who else are they giving to?
- Leverage the corporation's members, leadership, clients & competitors
- Establish relationships with the corporation's outside consultants & lobbyists

# 5.) Evaluating the Partnership

Measure & report **Return on Investment (ROI)** by assessing your CRM campaign's:

## □ **Visibility**

- Print or online press clips
- TV or radio mentions
- Co-branded signage

## □ **Deliverables**

- Participation in events or meetings
- Contributions to reports or publications
- Clients served

## □ **Networking**

- Valuable introductions/access to org.'s membership, leaders, etc.

# In Conclusion...

- All non-profits seeking funding (and other types of resources) for their activities and initiatives should take advantage of CRM as a means to gain corporate support of their organization's efforts to champion a particular issue or cause.
- *Leverage CRM by using:*
  - Corporate (and Non-profit) Partners
  - Technology
  - People
  - Group Networks
  - Media

# Additional Resources:

## **ONLINE ARTICLES ABOUT CRM FOR NON-PROFIT ORGANIZATIONS:**

- “A Primer on Online Fundraising for Non-profit Organizations” – *Techsoup.com*  
<http://www.techsoup.org/learningcenter/funding/archives/page9592.cfm>
- “Cause Marketing Energizes Associations” – *ASAE Newsletter*  
<http://www.asaecenter.org/wiki/index.cfm?Page=Cause%20Marketing%20Energizes%20Associations>
- “The 15 Minute Guide to CRM 2.0” – *Inside CRM*  
<http://www.insidecrm.com/whitepaper/15-minute-guide-crm-2dot0>
- “Building Sales in a Recession with CRM 2.0” – *Inside CRM*  
<http://www.insidecrm.com/features/building-sales-recession-012209/?tfso=2944>
- “Is It Worth It? An ROI Calculator for Social Network Campaigns” – *Frogloop.com*  
<http://www.frogloop.com/care2blog/2007/7/24/is-it-worth-it-an-roi-calculator-for-social-network-campaign.html>

# Additional Resources:



## **ONLINE FUNDRAISING RESOURCES:**

- Fundraising Directory Resources:  
<http://www.fundraisingdirectory.com/FundResources.htm>
- Fundsnet Forum Funding & Grant Writing Info:  
[www.fundsnet.com/grantwri.htm](http://www.fundsnet.com/grantwri.htm)

## **Tech Soup:**

- Fundraising info & resources for non-profits:  
<http://www.techsoup.org/learningcenter/funding>
- Discounted software & other tech products for non-profit organizations:  
<http://www.techsoup.org/stock>



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HumanGeneticsSociety

- **Non-profit/Corporate Partnerships:** Strategic partnership planning, research, development, management & evaluation for non-profit campaign programs & other outreach initiatives
- **Non-profit Communications & PR Programs:** Program development & management, media relations, public/grassroots education & outreach, membership marketing & communications
- **Public Health Campaigns:** Campaign development, strategic planning & tactics, message design, management, & program evaluation
- **Cause-related Marketing:** Leveraging branding, social marketing principles & practice
- **Web 2.0 & Social Media:** Strategic use of online social networking platforms, viral marketing tactics