

## CORPORATE CAUSE MARKETING PROGRAMS



Cincinnati Children's welcomes opportunities to explore and develop new corporate cause-related marketing relationships in support of our mission. Companies with a solid history and strong brand image who are interested in making a significant contribution to our work are encouraged to talk with a member of our team.

Research shows most customers (upwards of 85%) have a more positive image of a product or company when they support a charity the consumer cares about. And Cincinnati Children's is beloved to many—touching the lives of nearly every family in our community. Your employees. Your customers. Your family and friends.

**As a nonprofit hospital and research center, we rely on the generous support of our community partners. We invite you to consider partnering with us—you can make a solid business decision AND help sick kids.**

### The ROI on Your Philanthropy

By partnering with Cincinnati Children's, you'll contribute to a great cause—and give your business a boost.

#### GIVING HOPE CAUSE MARKETING PROGRAMS PROVIDE MANY BENEFITS

- You'll align your brand with that of Cincinnati Children's, one of the most well-regarded institutions in our community.
- You'll improve employee satisfaction and retention, as your employees will feel proud to work for a company that shares their values.
- And your commitment to positive social impact will give customers a great reason to remain loyal.

#### EXAMPLES OF CAUSE MARKETING PROGRAMS

- Portion of Product Sales
- Register Round Up
- Register Ask
- Icon Campaign

**We'll work with you to design a customized program to fit your needs.**

### Important Reminders

- All cause marketing programs benefiting Cincinnati Children's must be approved and agreed upon in advance by Cincinnati Children's.
- Cause marketing programs should fit the mission of and convey the appropriate image for Cincinnati Children's, and cause marketing partners must have and maintain a positive reputation in their communities.
- All cause marketing programs must comply with all federal, state, and local laws governing charitable fundraising, gift reporting and special events. And all cause marketing promotions to benefit Cincinnati Children's shall disclose the amount or percentage of the donation in each advertisement for the charitable sales promotion.
- When naming your cause marketing campaign, Cincinnati Children's should not be used in the title but rather listed as the beneficiary. For example, organizers should not refer to the campaign as the "Cincinnati Children's Fundraising Campaign." Instead, it should be promoted as "XYZ's Campaign to Benefit Cincinnati Children's." Event materials should state that "Proceeds benefit Cincinnati Children's."



## Cause Marketing Proposal Worksheet

Use this worksheet to document your goals, then contact our team to begin planning your campaign.

Type of Campaign? (i.e. Register Round Up or Icon Campaign) \_\_\_\_\_

When will your campaign begin and end?

Start date: \_\_\_\_\_ End date: \_\_\_\_\_

Is this a first time campaign?    YES    NO

Will any other charities benefit from this effort?    YES    NO

If so, who? \_\_\_\_\_

Will you be advertising or publicizing the campaign?    YES    NO

If so, list publications or media outlets you will be using: \_\_\_\_\_

Anticipated media spend: \_\_\_\_\_

Anticipated reach:    LOCAL    REGIONAL    NATIONAL

Will your advertising/PR be done internally or externally? \_\_\_\_\_

If using an outside contractor for advertising/PR, please indicate company/partner, name of contact, phone and email address for contact:

Company/Partner

\_\_\_\_\_

Email

\_\_\_\_\_

Name of contact

Phone

\_\_\_\_\_

What are your goals for this program?

\_\_\_\_\_

\_\_\_\_\_

Estimated proceeds to be raised:

Estimated net proceeds to Cincinnati Children's:

\_\_\_\_\_

\_\_\_\_\_

Estimated expenses:

Date funds will be received:

\_\_\_\_\_

\_\_\_\_\_

Please contact our corporate team at **513-636-8763** to begin crafting your campaign.