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.