Our Success Roadmap: 3 Stops

Step 3: Building a Successful Corporate/Nonprofit Partnership
The Power of Cross-Sector Partnerships

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Presentation Source

Bruce Burtch

http://www.bruceburtch.com
Your Stakeholders

- Shareholders
- Employees
- Business Partners
- Customers
- Media
- Regulators
- Society
- Vendors
Firms of Endearment

“When companies strive to make the world a better place, they have generally rewarded their shareholders to an astonishing degree.”
What is Cause Marketing?

Cause marketing is a partnership between two or more nonprofit and for-profit organizations whereby each party receives benefit toward their individual marketing objectives, while striving through their combined resources to create a greater good.
Marketing Partnership

Going into the partnership, both sides should come together as equals.
Two or More

In most cases, a cause marketing partnership is between two partners, though not always.
Individual Marketing Objectives

All sides may be approaching this partnership with very different marketing objectives.
What is Cause Marketing?

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• The for-profit organization seeks increased brand recognition, enhanced public relations value, increased employee morale, greater sales generation and expanded market share.
Combined Resources

The successful execution of your cause-marketing strategy and resulting campaign creates a whole far greater than its individual parts.
Dawn Saves Wildlife

SAVE

1 BOTTLE = $1 TO SAVE WILDLIFE*
Did You Know?

92% of the public have a more positive image of a company that supports a cause they care about.

Cone, Inc.

http://www.conecomm.com/
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85% of the general public and 92% of Moms want to buy a product that supports a cause.

Cone, Inc.
Did You Know?

• 92% of the public have a more positive image of a company that supports a cause they care about and 85% of the general public and
• 92% of Moms want to buy a product that supports a cause
• 87% of the general public and 93% of Moms are likely to switch from one product or service to another (price and quality being equal) if the other product or service is associated with a good cause.

Cone, Inc.
Did You Know?

87% of employees in companies doing cause marketing feel a strong sense of loyalty to them.
Did You Know?

According to Fast Company, “Brands that engage people emotionally command prices as much as 20 to 200 percent higher than competitors’ and sell in far higher volumes.”
Assessment Analysis Plan

• Sets the stage
• Makes sure everything is in place
• Makes sure everyone is on-board
• Confidence to attract partnerships
Alignment
Campbell’s and Susan G. Komen
Campbell’s and Susan G. Komen

• Soup sales at the 2,500 participating Kroger stores doubled for the month of the campaign
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- Campbell’s donated $250,000 to the Susan G. Komen Foundation
- Over 7 million cans of soup sold
Next Year’s Results

14 million cans of soup!
What do I want in a partner?
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• Provides the best brand alignment
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• Provides the most opportunities
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• Provides best long-term potential
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• Provides the best brand alignment
• Provides the most opportunities
• Provides best long-term potential
• Provides the best chemistry
Where do I find the best partner?
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• Research for like missions and demographics
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• Internet, local/business media, annual reports
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• Ask your Board, staff, volunteers, partners
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• Explain what you need, what you're looking for
• Match up your assessment with ideal candidate
• Find the best connection person
Partnership Guideline

• What you bring to the table
Partnership Guideline

• What you bring to the table
• What you're hoping to achieve in a partnership
Partnership Guideline

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• Your research about the mission, partnership history and objectives of your potential partner
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• Creative ideas
Partnership Guideline

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• What you're hoping to achieve in a partnership
• Your research about the mission, partnership history and objectives of your potential partner
• Creative ideas
• High enthusiasm to work together
Marketing Plan
Marketing Plan

Your Cause Campaign

- Media Relations
- Paid Advertising
- Social Networking
- Special Events
- Public Relations/Outreach
- Partner Relations And Sponsors
- Product Endorse
- Collateral Materials
Transparency
2008 Cone study found that:

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• Only 58 percent of Americans believe companies are providing enough details about their cause efforts.
Questions to Ask

• Is the plan working
• What reactions, positive or negative, are we getting to our messaging
• Are we making course corrections as this new data comes in?
• Are we staying on budget?
• How is our partner relationship progressing?
ROCMI

Return on Cause Marketing Investment
• Media impressions from publicity
• Advertising value of PR and PSA’s
• Increase in sales
• Increased services delivered
• Increase in visits to our company website
• Increased brand awareness
• Change in the behavior that was targeted
• Increase in employee volunteers hours participating in campaign
• Number of people at events
• Number of people trained
One of Three Places

- Your campaign was a blow-out success, congratulations. Start planning for next year.
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• Your campaign was a blow-out success, congratulations. Start planning for next year.
• You did not meet your expectations but the partnership sees potential in moving forward
• You decided for whatever reasons to call it quits after this one campaign
Shock and Awe

• Grab the public’s attention
Press Conference Invitation

Bay Area Bulletin
Tuesday, March 6, 2007

8.1 Quake Hits City
400,000 Left Homeless

Red Cross Calls Press Conference

American Red Cross Bay Area Chapter announced today that a press conference will be held with local dignitaries to kick off its Prepare Bay Area disaster preparedness campaign.

Date: Press Conference
Time: Tuesday, March 6, 10 AM
Venue: Juan Herran Plaza (at the foot of Market St.)
San Francisco
Contact: Michael Nace
415-427-8182
3 Hours = 3 Key Takeaways

Hour 1:
Your Organizational Value Proposition

Hour 2:
2 CURRENT sources that you can reference in 2016 & beyond

Hour 3:
Implement a recurring reminder to step back and be strategic
Parting Words

Refuel consistently and constantly through leveraging strategic partnerships!
Questions? More Information?

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