

Looking Beyond Sponsorship: Cause Marketing 101



Presented by
Joe Waters



Who is Joe Waters?

- Former Director, Cause Marketing, Boston Medical
- Founder & Blogger, Selfishgiving.com
- Co-Author, Cause Marketing for Dummies
- Fan of all things Boston!



What We'll Be Covering

- What is this new and effective approach and why is better than traditional sponsorships?
- What strategies are you recommending instead of sponsorship?
- How do I identify businesses that are good prospects for this approach?
- How do I approach and pitch companies with this model?
- How do I apply this program to MY NONPROFIT?

What is this new and effective approach
and why is better than traditional
sponsorships?

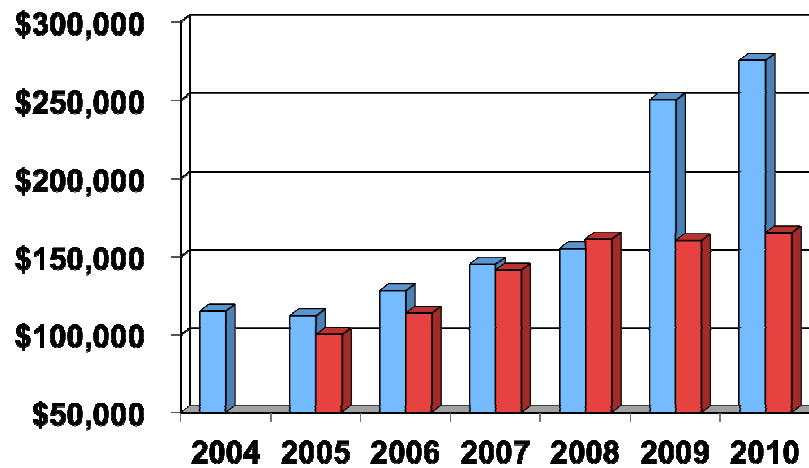
The Old Approach



The New Approach



Raise More Money



Promote Your Event

- ✓ 15,000 guests
- ✓ Two-day Event
- ✓ 40 Corporate Partners





What strategies are you recommending instead of sponsorship?

5 Ways to Succeed

1. Coin Canisters
2. Pinups
3. Purchase-Triggered Donations
4. Shopping days
5. Facebook likes

Option 1: Coin Canisters



Keys to Change

- Busy stores
- Cash is king
- No tips allowed
- Front and center
- Security is key

Option 2: Pinups



Why Pinups?

- Lucrative
 - \$300k to \$7m
- Cost-effective
 - 5 to 15 cents
- Easy to execute
 - design, print, ship
- Plays well with others
 - sponsorship, social media, events, QR codes

➤ More locations the better

- Starbucks, Kroger, Target, Chili's

➤ Lots of foot traffic

- supermarkets, fast-serve restos, department stores

➤ Ask is critical

- "Would you like fries with that?"

Local Success Story - OSJL

- ✓ 100 Stores
- ✓ Month-Long Program
- ✓ \$1.3 Million



Local Success Story – iParty

- ✓ 50 Stores
- ✓ \$160,000
- ✓ Co-marketing with other businesses



Local Success Story – Jake's Ride

- ✓ 6 Stores
- ✓ \$6,000
- ✓ Event Link



Option 3: Purchase-Triggered Donations



Why PTDs?

- Less intrusive
- Very customer-friendly
- Guaranteed donation
- Geared toward serious brands

Local Success Story – Jumpstart

- ✓ \$.25 each drink
- ✓ \$15,000
- ✓ Northeast Only



Option 4: Shopping Days



SHOPPING REALLY IS THE BEST MEDICINE.

Clothing

- 1 Jari 59 Dartmouth Street
- 2 Parlor 1248 Washington Street
- 3 Sara Campbell 44 Plympton Street
- 4 Sooki 505 Tremont Street
- 5 Turtle 619a Tremont Street
- 6 Uniform 511 Tremont Street

Flowers

- 7 Boston Flower Market, Inc. 591 Albany Street
- 8 Ilex Design 73 Berkeley Street
- 9 Olympia Flower Store 1747 Washington Street
- 10 South End Garden Gate 667a Tremont Street
- 11 TWIG Floral Studio 558 Tremont Street

Food & Wine

- 12 Brx Wine Shop 1284 Washington Street
- 13 Foodies Urban Market 1421 Washington Street

- 16 Sedla, Inc. 535 Albany Street
- 17 Volla 1315 Washington Street

Gifts

- 18 Aunt Sadie's 18 Union Park Street
- 19 Fresh Eggs 58 Clarendon Street
- 20 Healing and Arts Gallery Gift Shop 731 Harrison Avenue
- 21 Motley 623a Tremont Street
- 22 Posh 557 Tremont Street
- 23 Tommy Tish Cards & Gifts 102 Waltham Street
- 24 Vessels Gallery/Michelle Willey 1636 Washington Street

Health & Beauty

- 25 Anita Kuri 482a Columbus Avenue
- 26 Escape Spa and Tanning 53 Waltham Street
- 27 Moxie Star Salon 473 Shawmut Avenue

Pet Supplies

- 35 Doggie Day 400 Tremont Street
- 36 Pet Shop Girls 12 Union Park Street

Restaurant

- 37 Appleton Bakery Café 123 Appleton Street
- 38 Aquitaine 569 Tremont Street
- 39 b. good 131 Dartmouth Street
- 40 Emilio's Pizza 536 Tremont Street
- 41 Flour Bakery and Café 1595 Washington Street
- 42 Nashoba Brook Bakery 288 Columbus Avenue
- 43 Red Fez 1222 Washington Street
- 44 Selyo Wine Shop & Sushi 1721 Washington Street
- 45 Siraj Café 472 Shawmut Avenue
- 46 South End Buttery 314 Shawmut Avenue
- 47 Starbucks 627 Tremont Street
- 48 Union 1357 Washington Street

Why Shopping Days?

- Perfect for business districts
- Mass your forces
- Turn it into an event
- Lots of moving parts

Why Shopping Days?

Massage Envy
\$15,000
SOCIAL MEDIA
CHALLENGE

- “Like” the Facebook Page (\$5)
- Comment on the page or “like” any posting (\$2)
- Follow them on Twitter (\$5)
- RT or mention Twitter handle, @2ndharvest (\$2)
- Post a photo showing your support on Facebook, Twitter and Flickr (bonus \$5 each!)

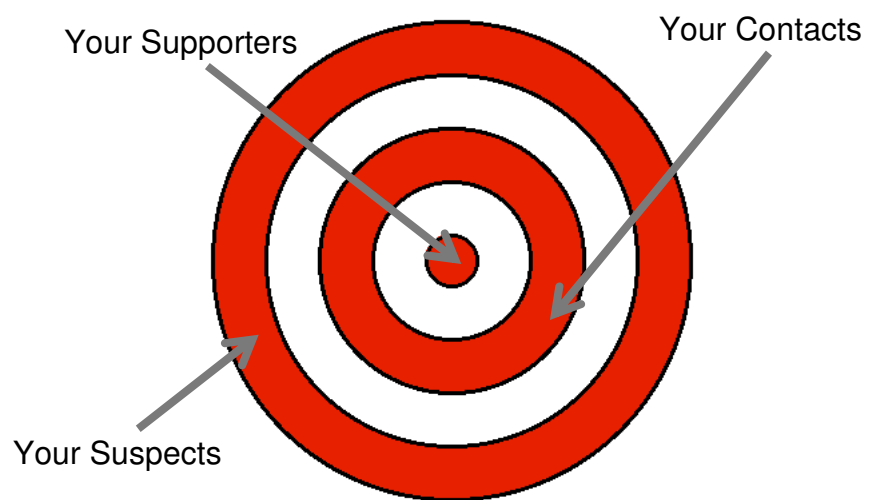


Why Facebook Likes?

- Do you have an online presence?
 - are you good at Facebook?
- New opp for partners
 - companies are interested, engaged on SM
- Builds credibility
 - be a leader in your community

How do I identify businesses that are good prospects for this approach?

Finding a Partner





How do I approach and pitch companies with this model?

Getting to Yes

- Free is for me
- Don't give them an excuse to say no
- Increase the number of touch points
- Combine mission with margin
- Be flexible and helpful

How do I apply this program to
MY NONPROFIT?

What's Next?

- The supporting slides from the webinar
- My blog: Selfishgiving.com
- Questions? Joe@Selfishgiving.com

Making Everything Easier!™

Cause Marketing FOR DUMMIES®

Learn to:

- Identify and secure a partner for your campaign
- Increase campaign participation and awareness with social media
- Use location-based services like Foursquare and Gowalla as point-of-sale vehicles
- Measure and build on your campaign success

Joe Waters
Joanna MacDonald

