

Recruit More Sponsors & Corporate Partners with Inbound Marketing

Meals On Wheels
LEADERSHIP ACADEMY

Presented by
Joe Waters



Who is Joe Waters?

- Former Director, Cause Marketing, Boston City Hospital
- Founder & Blogger, Selfishgiving.com
- Co-Author, Cause Marketing for Dummies



What We'll Be Covering

- What's the difference between traditional, inbound marketing
- How inbound marketing works
- The two types of corporate partnerships
- Recruiting more partners with inbound marketing (Get Found, Convert, Sales)
- A second key audience for inbound marketing
- What you need to do TODAY

TRADITIONAL

VS.

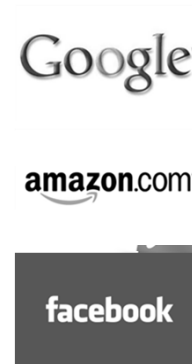
INBOUND
MARKETING

Marketing has changed

1950 - 2000



2000 - 2050



Outbound marketing is less effective

Advertising



Direct Marketing



How inbound marketing works



Get Found Online = Increase Qualified Traffic

- Content Creation, Blogging, SEO, Social Media

Convert = Increase Qualified Leads

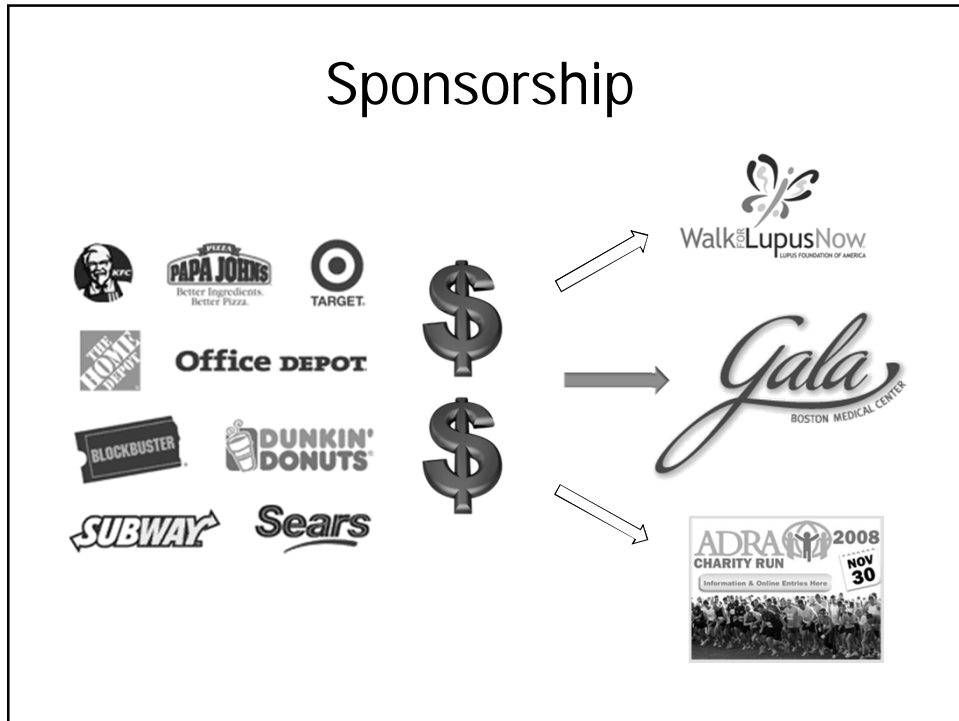
- Landing Pages, Lead Intelligence, Lead Nurturing, Email Marketing

Analyze = Measure Your Results

- Marketing Analytics and ROI

Two Types of Corporate Partnerships

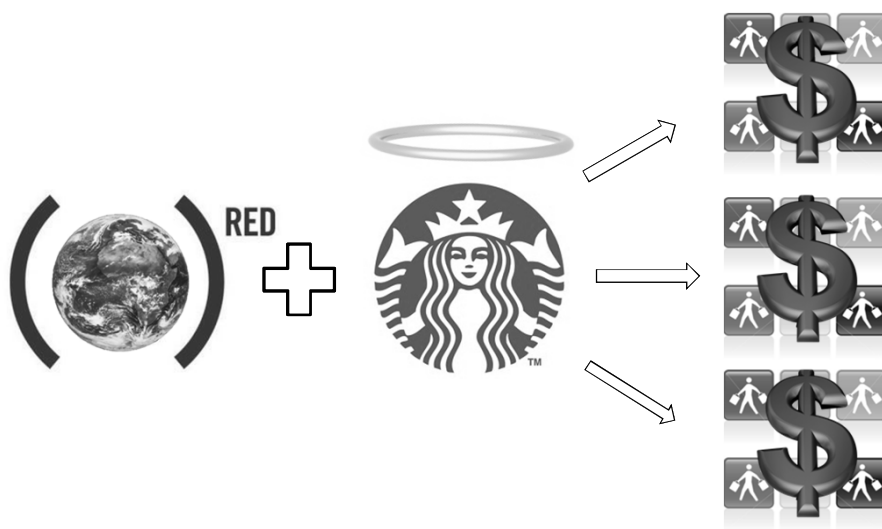
Sponsorship



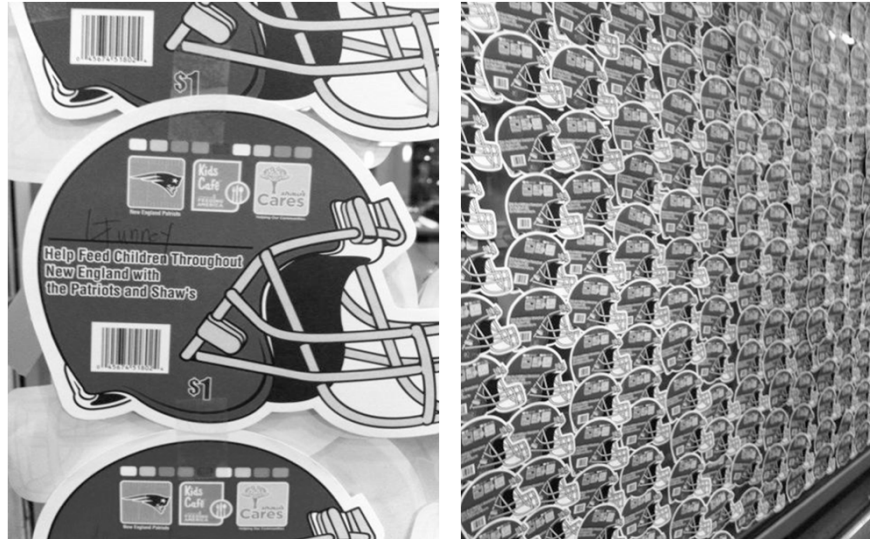
Cause marketing is a partnership
between a nonprofit and a for-profit
for mutual profit



Cause Marketing

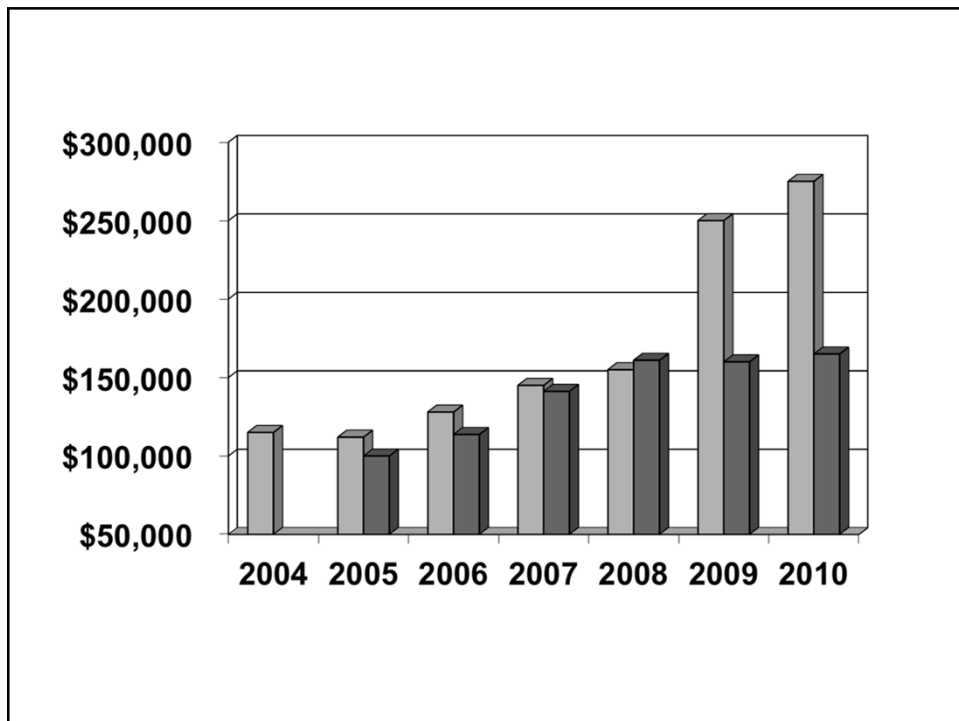
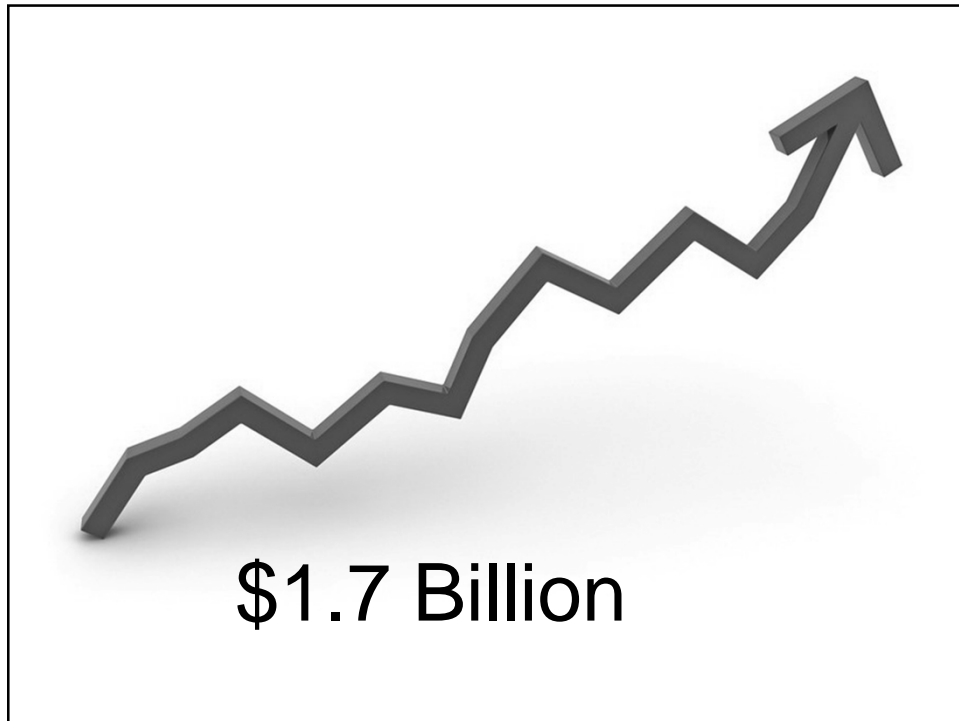


Point-of-Sale

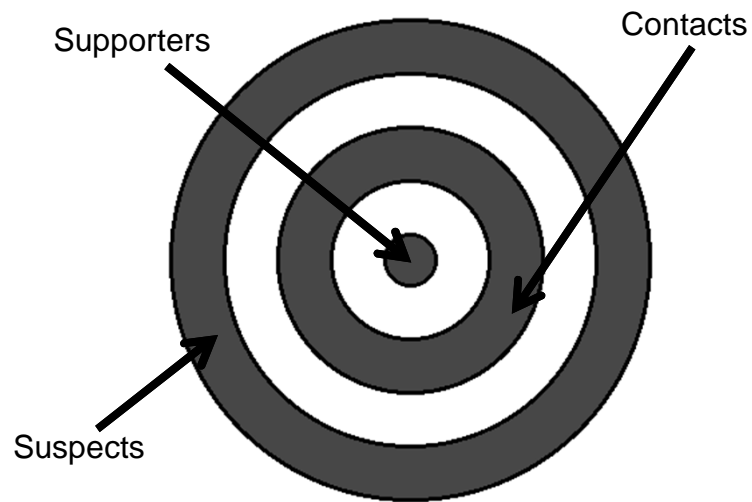


Percentage of Sales





Finding a Partner



Recruiting More Partners With Inbound Marketing

How inbound [cause marketing] works



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Getting Found



a cause marketer's musings on doing well & good.

[6-Figure Cause Marketing](#)
[About](#)
[Foursquare for Causes](#)
[What is Cause Marketing?](#)

Bagel Bakery Makes Cause Marketing a Priority

WRITTEN ON DECEMBER 8, 2010 IN [CAUSE MARKETER'S JOURNAL](#) [3 COMMENTS](#)

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In all the years I've been doing cause marketing Finagle-A-Bagel is one my favorite partners. They don't raise the most money. Not even close. They can't boast the hippest programs. They raise most of their money through simple coin canisters at their registers.

But the qualities they share with our best partners are irreplaceable: dedication and persistence.

We started working with Finagle-A-Bagel, a nine store bakery and cafe best known for its delicious bagels, a few years ago when they supported Halloween Town and sold pinups in their

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COMING IN JULY

QUICK BIO

Joe Waters is Director, Cause Marketing for a Boston hospital.

[Read more](#) about me.

The views expressed at Selfish Giving are

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Joe Waters

@joewaters Boston, MA

Blogger, Selfishgiving.com. Your guide to doing well and good. Cause Marketing for Dummies on sale now. This way you don't have to hear my wicked Boston accent.
<http://www.selfishgiving.com>

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joewaters Joe Waters
 Reports r circulating 2day that Joe Waters is now president of Tennessee Bun Co. That's not me - although I like buns as much as any1 else.
 1 hour ago

joewaters Joe Waters
 @StacyKColeman @charityhowto Working with the team at CHT is gr8! The beatings r very motivating! :)
 2 hours ago

joewaters Joe Waters
 Launching a public speaking training program w @charityhowto. Help yourself & your cause! bit.ly/tN4PVD
 3 hours ago

joewaters Joe Waters
 Big ? I have with @chilis @stjude QR code debate is Y did Chili's

About @joewaters

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 Nov 7, 2011 - ... marketing and communications consultancy serving **businesses** and nonprofits. ... Our best known house specialty is **cause marketing** and corporate ... It's been my pleasure to receive great **advice** from many people who ...
 Paul R. Jones shared this

5 Tips for Businesses Looking for a Cause Marketing Partner
selfishgiving.com/cause-marketing...businesses/5-tips-for-businesses-l-... 
 Jan 20, 2011 - I've often said, "If I ran a **business** this is how I would choose a **cause marketing** partner." Here's my **advice** for business owners looking for a ...
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selfishgiving.com/cause-marketing.../three-key-pieces-advice-cause-... 
 Aug 30, 2011 - My nonprofit has worked with lots **companies** but only on sponsorships, not **cause marketing**. How do I convert these partners to cause ...
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How Nonprofits Can Stop a Zombie Apocalypse

WRITTEN ON OCTOBER 27, 2011 IN [CAUSE PRACTICES](#)

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I love zombie films.

I can't get enough of them, especially around Halloween when the shadows from the leafless trees take on ominous shapes. Yikes!

While you may not share my love for the semi-dead, you might agree with this: most of us are surrounded by these mute, will-less, dumb, sometimes evil and dangerous brutes everyday.

The zombies stalking nonprofits are the people and situations they face daily that threaten their success and risk plunging them into a [zombie apocalypse](#).

[p-admin/edit.php](#)

thanks to my extensive zombie cinematic background

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QUICK BIO

Joe Waters shows nonprofits and businesses how to use cause marketing and social media to establish, grow and



Joe Waters
Blogger, Selfishgiving.com

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How Nonprofits Can Stop a Zombie Apocalypse

Posted: 10/27/11 05:05 PM ET

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While you may not share my love for the semi-dead, you might agree with this: most of us are surrounded by these mute, will-less, dumb, sometimes evil and dangerous brutes everyday.

The zombies stalking nonprofits are the people and situations they face daily that threaten their success and risk plunging them into a zombie apocalypse.

It's scary stuff. Fortunately, there's help thanks to my extensive zombie cinematic background and training.

One of my favorite zombie movies is *Zombieland*, which has a long list of rules for survival, shared throughout the film by the main character, Columbus.

Eight of these rules are critical to your nonprofit's survival. Ignore them at your own risk.

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PHOTO GALLERIES



2000s Inspiring Stories



Cities That Donate Most

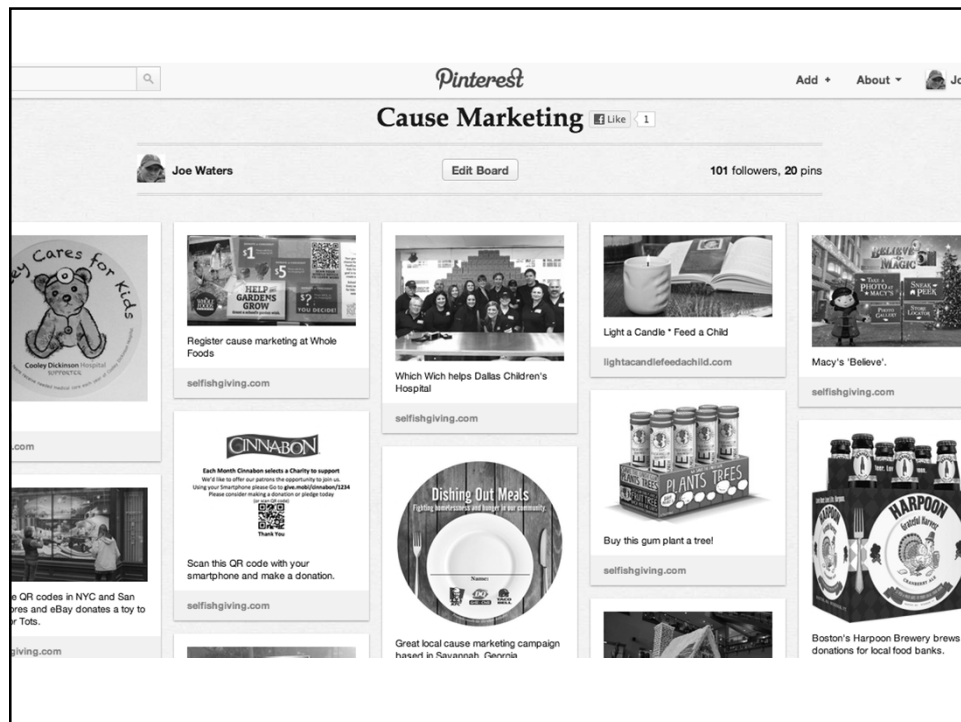


Keep Giving Back



Today's Greatest Person

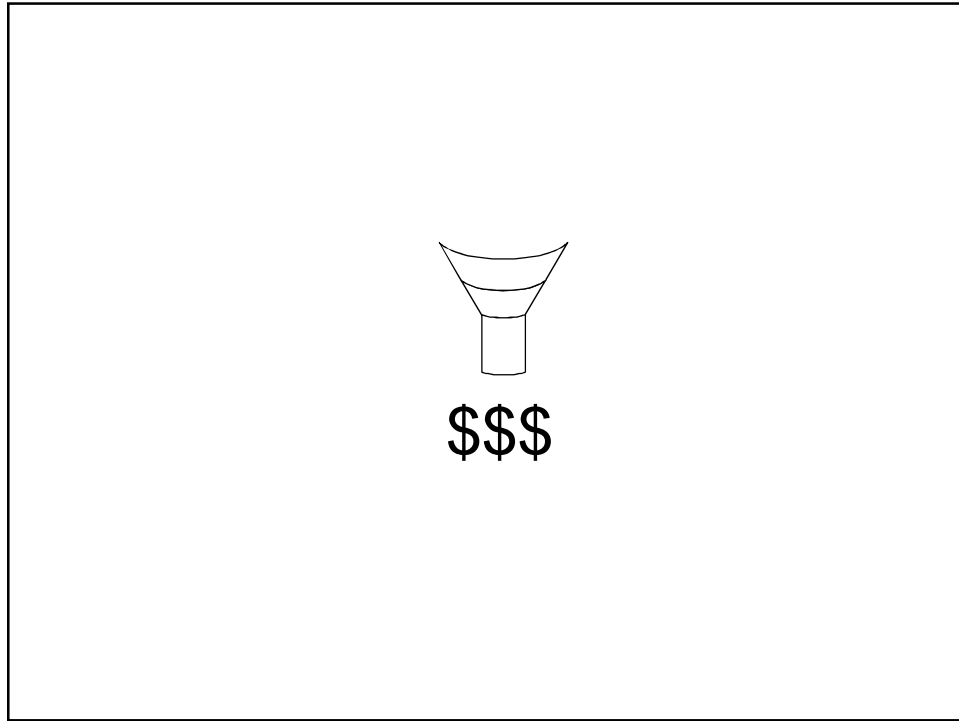
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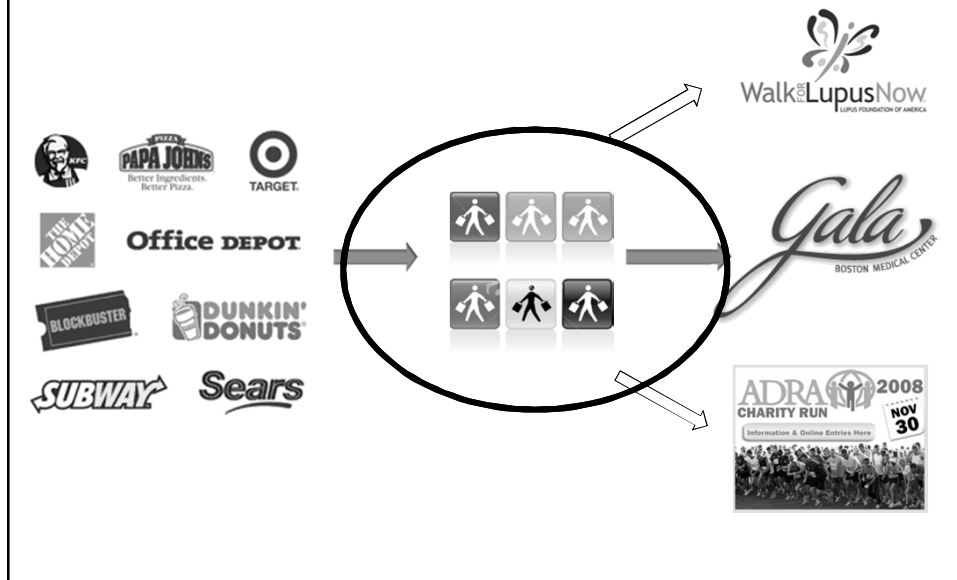
Convert



Convert



A Second Audience



Consumers want companies and causes to provide more information about their partnerships.



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Frequently Asked Questions

Cause marketing is a partnership between a nonprofit and a for-profit for mutual profit.

Cause Marketing includes:

Point-of-sale. When a cashier either solicits a shopper for a donation (active cause marketing) or signage is prominently displayed at the register to encourage the shopper to make a gift (passive cause marketing) that's point-of-sale. Here's a primer.

Purchase or action triggered donation. When a consumer buys a product or service (like a latte at Starbucks on World Aids Day) a donation (5 cents) is made to a cause (Product Red) that's a purchase-triggered donation. Sometimes instead of a purchase, a donation is made when the consumer performs some type of action. For example, Macy's donated a dollar to the Make-a-Wish Foundation for every letter to Santa dropped into their special letter boxes at Macy's stores.

Licensing. This is when a company pays a fee to use a nonprofit's brand on its product. Licensing may include a certification process by the nonprofit before the company is allowed to use the logo. A longstanding licensing pact is Arthritis Foundation's *Ease of Use Commendation* for the Advil Caplets Easy Open Arthritis Cap.

Message Promotion. This is when a business puts its resources to work to promote a cause-focused message. David Hessekiel at Cause Marketing Forum has a lot of great examples in his Halo Award Archive.

Employee Engagement. This is when a company leverages its workforce for social good. I think of Home Depot's Partnership with KaBOOM! to build 1000 Playgrounds in 1000 Days, which involved nearly 100,000 Home Depot volunteers.

Frequently Asked Questions

Manage Topic

Organize Topic

All Changes

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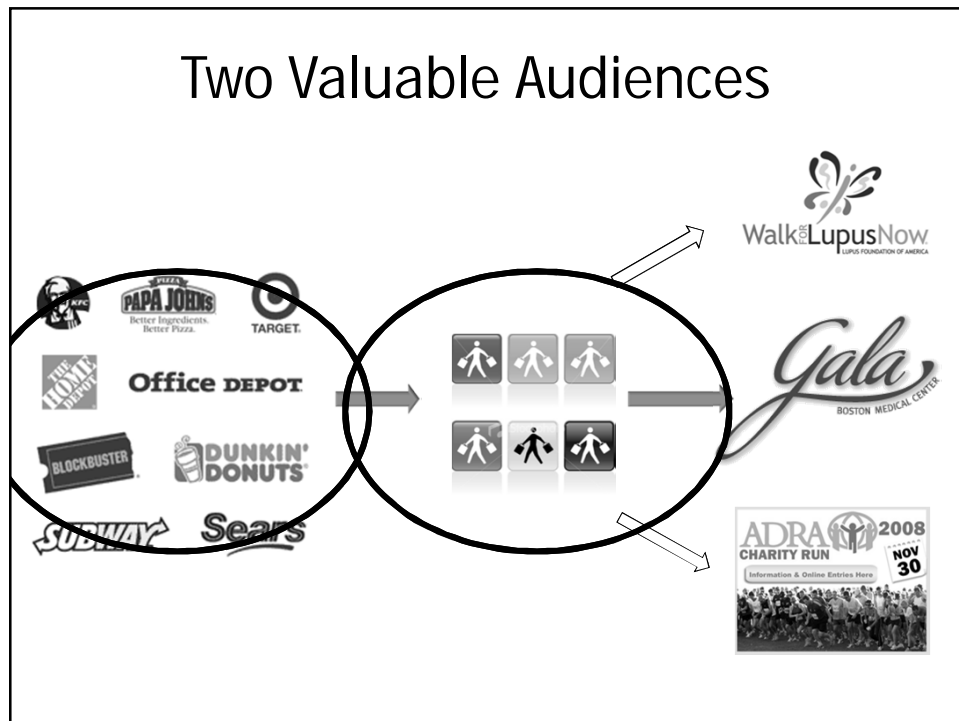
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What Should You Do Today

- Talk about your fundraising online
- Find the right social media platform
- Track your results on Google
- Think mobile

What's Next?

- The supporting slides from the webinar
- My blog: Selfishgiving.com
- Questions? Joe@Selfishgiving.com
- More reading: Cause Marketing for Dummies