

CAUSE-RELATED MARKETING GUIDELINES & BENEFITS

If your organization is interested in partnering with St. Mary's Food Bank Alliance for a cause-related marketing campaign, please review the following guidelines and contact Kerri Cole at kcole@firstfoodbank.org or 602-343-2548. We will work with you to determine the timing and frequency of your campaign.

GUIDELINES

Your organization agrees to:

- Obtain approval from St. Mary's for the campaign idea, including timing and frequency prior to the start of the campaign.
- Generate publicity for the campaign through your own channels (i.e. social media, website, on-site signage, business communications and / or media outlets).
- Abide by the terms of use for the St. Mary's name and logo – all rights, title and interest in its marks shall at all times remain with St. Mary's. We reserve the right to approve, in advance, the use of any artwork associated with the promotion. All media and marketing materials must be approved by St. Mary's.
- Respect the privacy of St. Mary's donors and volunteers. For all cause-marketing programs, we cannot share our mailing list, send mail or e-mail to constituents on behalf of third parties. We will promote the campaign as described in the donation levels outlined below.
- Provide proceeds within 30 days of the completion of the campaign or notify St. Mary's if the proceeds will be distributed outside of the 30 day window.
- Submit a signed [campaign agreement form](#). To obtain the form, please contact kcole@firstfoodbank.org.

CAUSE-RELATED MARKETING BENEFITS* (BASED ON ANNUAL GIVING):

Minimum donation guarantee: Up to \$999

- Logo and campaign announcement on event calendar web page
- Name recognition in quarterly corporate partner e-newsletter
- Invitation to attend food bank events

Minimum donation guarantee: \$1,000 - \$4,999

- Logo and campaign announcement on St. Mary's cause marketing web page
- Logo and campaign announcement on event calendar web page
- Inclusion in 1 Facebook post announcing current cause marketing campaigns
- Pre-campaign announcement in quarterly corporate partner e-newsletter (if campaign timing allows)
- Name recognition in quarterly corporate partner e-newsletters
- Name recognition in annual report
- Invitation to attend food bank events

CAUSE-RELATED MARKETING GUIDELINES & BENEFITS

Minimum donation guarantee: \$5,000 - \$9,999

- Promotion of your organization's press release**
- 2 dedicated Facebook posts (1 pre-campaign and 1 during campaign)
- 2 dedicated Twitter posts (1 pre-campaign and 1 during campaign)
- Logo and campaign promotion on event calendar web page
- Logo and campaign promotion on cause marketing web page
- Pre-campaign announcement in quarterly corporate partner e-newsletter (if campaign timing allows)
- Name recognition in quarterly corporate partner e-newsletters
- Name recognition in annual report
- Invitation to attend food bank events

Minimum donation guarantee: \$10,000+

- St. Mary's will generate a press release**
- Logo and campaign announcement on home page of St. Mary's website
- Weekly dedicated Facebook posts (2 pre-campaign and up to 2 during campaign)
- Weekly dedicated Twitter posts (2 pre-campaign and up to 2 during campaign)
- Logo and campaign promotion on event calendar web page
- Logo and campaign promotion on cause marketing web page
- Pre-campaign announcement in quarterly corporate partner e-newsletter (if campaign timing allows)
- Name, logo and partnership write-up in quarterly corporate partner e-newsletters
- Large check displayed in warehouse for 1 year (company to provide check)
- Name recognition in annual report
- Invitation to attend food bank events

**Recognition levels and promotional activities are subject to change. Specific recognition activities will be discussed with you prior to the start of your campaign.*

***Press release will be published within a mutually agreed-upon media window.*

To discuss your cause marketing campaign idea, please contact Kerri Cole at kcole@firstfoodbank.org or 602-343-2548.

