



**CAPITAL AREA
FOOD BANK
OF TEXAS**

Community Events

Intro to Cause-Related Marketing

Thank you for your interest in supporting the Capital Area Food Bank of Texas (CAFB) with a Cause-Related Marketing campaign (CRM). Unfamiliar with CRM? Read this overview:

What is Cause-Related Marketing?

- A partnership between a for-profit company and a non-profit organization that increases the company's sales and visibility while raising money and visibility for a non-profit.
- A commercial activity by which businesses and charities form a partnership with each other to market an image, product or service for mutual benefit.
- A strategic marketing practice that links a company or its products to a social cause or issue.

Do consumers purchase products for a cause?

- Six in ten Americans say they'd buy first from a company that backs a cause they support.²
- 75% of consumers feel CRM can enhance corporate or brand reputations.²
- 81% of adults say they would switch brands "when price and quality are equal to support a cause."⁴

What makes a CRM campaign successful?

- A natural alignment of interests is most powerful – creating a triangle that connects the customer, the cause, and the company at each point.
- A long-term and strategic commitment, rather than a short-term promotional campaign; to be successful and effective requires serious commitment. Short-term promotions are valuable, too!
- Have the campaign embrace the mission, vision, and values at the heart of the for-profit and the non-profit's cause.

Are companies satisfied with their CRM campaigns?

- 100% of respondents currently engaged in CRM said they plan to maintain or increase involvement in these programs.³
- 9 out of 10 executives rated their CRM programs as successful and 75% of those executives said their program was "very successful."¹
- 9 out of 10 employees working at companies that use CRM said they felt proud of their companies.

¹ America's Second Harvest, CRM: An Overview

² 2002, Understanding Cause Marketing

³ 7/6/2004, AFP Net

⁴ 1/14/2002, Washington Post

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