



Cause Marketing Guidelines

Definition

Cause marketing is a partnership between a nonprofit organization and a business or company for mutual benefit – the partnership raises money for the nonprofit organization while promoting a product or service from the company. It typically involves the sale of a product or service with a designated percentage of profits donated back to the nonprofit organization.

Cause marketing can help raise funds and increase exposure for Dining for Women (DFW) with little work or out-of-pocket costs, provided the partnership is aligned with DFW's vision, mission, culture and core beliefs. The following will guide Dining for Women decisions related to cause marketing partnerships at the home office level.

General Guidelines

1. DFW's Cause Marketing Committee must approve all cause marketing relationships.
2. Proposals for cause marketing relationships must be submitted online through DFW's website.
3. DFW's Cause Marketing Committee will review proposals on a quarterly basis. Notifications will be sent April 30, July 30, October 31, and January 30.
4. DFW reserves the right to accept or reject any cause marketing partnership.
5. Dining for Women will not endorse any products or services, and cause marketing campaigns cannot *imply* DFW's endorsement of a product or service.
6. Dining for Women, including its local chapters, does not have the ability to sell or distribute products for our partners.
7. DFW will not provide information about its membership, including mailing lists and email lists to any third-party corporations/organizations.
8. All cause marketing relationships must be mutually agreed upon and in writing prior to the start of the campaign and the use of the DFW name or logo.
9. A minimum 10% contribution of the product or service's retail price is required.
10. Dining for Women will not provide any up-front or other funding to support the cause marketing effort.
11. All cause marketing campaigns must follow applicable laws as well as the Better Business Bureau's Standards for Charity Accountability related to cause marketing (<http://www.bbb.org/new-york-city/charities-donors/standards-for-charity-accountability/>).

Clear disclosure is required to the consumer, including the exact portion of the purchase price or amount per sale that will go to Dining for Women, as well as any maximum limit to the donation.

12. Dining for Women reserves the right to terminate any cause marketing partnership at any time.

Criteria for Potential Partners

All cause marketing partnerships:

1. Must be mission-centric; must be aligned and consistent with the vision, mission, culture and core beliefs of Dining for Women.
2. Must reflect positively on our organization.
3. Must require minimal time and resources from DFW staff and volunteers.
4. Must generate sufficient revenue to justify the time commitment and resources required.
5. Cause marketing relationships are only available for products or services that are available online and nationally or internationally.
6. All cause marketing promotions must continue for a minimum period of six months.
7. Cannot exclude, discriminate against or alienate DFW members or the public based on religion, race, sexual orientation or gender.
8. Must adhere to DFW branding guidelines.

Expectations for Corporations/Organizations

1. The corporation/organization or individual must submit a written proposal to DFW for approval prior to the campaign. The proposal should specify:
 - a. The products or services included in the campaign
 - b. The start and end dates of the campaign
 - c. The percentage of sales to be donated
 - d. The maximum limit or guaranteed minimum of the donation
 - e. How the details of the campaign will be communicated to consumers
2. All promotional materials must be submitted to DFW for approval. Promotional materials should disclose the percentage of sales or per unit amount going to DFW.
3. Donations must be made at least every three months and within four weeks of completion of the campaign. Donations should be sent to DFW home office by check from the participating partner and should include a written report summarizing the number and types of purchases made during the time period.
4. The partner must provide a method for accessing the product that will be recognized as a DFW sale without any other action or input on the part of the purchaser. This could be a DFW specific form or a link with an embedded code.

Expectations for Dining for Women

1. For cause marketing partnerships that are national in scope, Dining for Women will publish the campaign on the "Marketplace" page of its website for the contract period.
2. DFW will promote Marketplace campaigns in its newsletter and social media.
3. Dining for Women will provide appropriate donor recognition.

4. DFW will provide logos/artwork and language for promotional materials.
5. DFW will provide a tax receipt to the participating business or company for any donations made as a result of the campaign. Dining for Women cannot provide tax receipts to the individual purchaser of goods or services as purchases are not considered tax deductible donations.

Local or Regional Partnerships

Cause marketing promotions that are not available nation-wide will not be considered by DFW's home office. When local or regional partnerships are proposed, they will be dealt with as chapter fundraisers, and must follow these guidelines:

1. Local or regional cause marketing partnerships must be chapter-driven. That is, they must be organized and promoted by local chapters.
2. Local or regional cause marketing partnerships must follow the same guidelines and criteria as national partnerships (as outlined above).
3. Must follow all DFW chapter fundraising protocols. (See Chapter Fundraising Guidelines.)
4. Must be approved by DFW home office. Chapter Leader or Regional Leader must complete the online fundraiser approval form. The Regional Leader will do an initial pre-screen and then forward it to home office for approval.
5. Promotion of local or regional cause marketing programs are the responsibility of the local chapters. Local cause marketing campaigns will not be promoted by DFW home office on national communications channels (i.e. DFW website, national Facebook page, The Dish, etc.).