

PRWeek

CAUSE SURVEY 2006



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 **BARKLEY**

Cause and

► Today's consumer is very aware of the methods companies use to gain their attention and loyalty. So when brands align with causes, the battle for trust has only just begun. *Randi Schmelzer* reports on the results of *PRWeek's* first-ever consumer survey, the *PRWeek/Barkley Public Relations Cause Survey*

Every October for the past 13 years, shoppers at Marshalls department stores have played a role in ending domestic violence, just by filling their carts with clothing, shoes, and household goods. On the day Marshalls hosts its annual "Shop 'Til It Stops" benefit, the retailer donates 1% of all sales from its 700 stores to the San Francisco-based Family Violence Prevention Fund (FVPF), providing support to the FVPF's efforts to prevent domestic violence and help victims nationwide.

This year, not only did Shop 'Til It Stops Day generate more than \$300,000 to fund public education and training programs, but it also raised awareness among hundreds of thousands of shoppers about the issue of domestic violence against women and children.

"There's no doubt that consumers today are wanting companies today to give back," says Mike Swenson, president of Kansas City, MO-based Barkley Public Relations, AOR for the FVPF. "Companies are understanding it is part of their role to do good, [and] cause programs create opportunities for people to get engaged. When they're done right, nothing but good can come out of these things."

For the first time, this year's *PRWeek/Barkley Public Relations Cause Survey* polled consumers on their thoughts about the work that companies do – or don't do – to support charitable and social efforts.

The consumer survey was based on a sampling of 225 adults, split evenly between males and females, and divided into three

generations of respondents: Generation Y (18-29); Generation X (30-41); and baby boomers (42-60). And the results back up the efforts that companies such as Marshalls make: By a wide margin (87%), all respondents think that it's important for companies to support causes and charities. Women are even more likely to agree: 96% say it's important.

THE BEST AT DOING GOOD

For any marketers who are concerned that their cause-marketing efforts may be overlooked by consumers, the survey shows that there is a good level of unprompted recall for the companies that truly strive to make a difference.

Consumers were asked to name any corporation that came to mind that did an especially good job of supporting a charity or social cause, and there were 10 companies who received two or more unsolicited mentions.

At the top of the list by a wide margin is Microsoft, which has recently been a part of one of the biggest philanthropic stories of the year when the Bill & Melinda Gates Foundation was the recipient of a \$31 billion pledge from Warren Buffett over the next 20 years.

It's clear the headlines linger with consumers, and while many explain in their answers that they are aware of the separation between Microsoft and the Bill & Melinda Gates Foundation, the size of the company made all the efforts admirable. One person, for example, praises Microsoft for "[publicizing] why they support a charity."

THE RESPONDENTS (CONSUMER)

AGE AND GENDER

The 225 respondents were split roughly 50/50 between male and female, and in a three-way split of age groups: 18-29; 30-41; and 42-60.

EDUCATION

Fifty percent had a college degree or higher; 29.8% had completed "some college;" 4% had graduated trade or technical school; 15.6% were high-school graduates; and 0.9% had not completed high school.

ETHNIC BACKGROUND

The majority – 83.1% – were white/Caucasian; with 5.3% Asian; 4.4% black/African American; 2.6% Hispanic; and 2.2% other. Additionally, 1.4% declined to state their ethnicity.

HOUSEHOLD INCOME

The mean household income was \$93,400, with 17.3% stating above \$100,000 and 18.7% falling in the \$75,000-\$99,999 bracket. But with the largest percentage, 32.4%, in the \$50,000-\$74,000 bracket, the median household income was \$65,000.

LEVEL OF SUPPORT

What level of support do you give to charitable organizations?

	Age group		
	18-29	30-41	42-60
I've given money to a charitable organization	53.9%	77.3%	75.7%
I've volunteered my time for a charitable organization	34.2%	30.7%	35.1%
I've written a letter to the media, or written a blog, in support of a charitable organization	15.8%	5.3%	8.1%
None of these	34.2%	21.3%	17.6%

Base: 225

SUPPORT: TIME & MONEY

Average yearly contribution to causes/charities last year (\$)

	Age group		
	18-29	30-41	42-60
TOTAL	134	232	252.8

Base: 225

Average number of hours volunteered for causes/charities last year

	Age group		
	18-29	30-41	42-60
TOTAL	18.6	21.7	24.2

Base: 225

third in the list of companies whom respondents praised for their charitable efforts are Target and Wal-Mart, respectively – both of whom are known for their local and community efforts.

Brad Fisher, senior director of the Wal-Mart Foundation, says, "Our philosophy has always been to give back locally to the communities that support us and shop at Wal-Mart stores and at Sam's Club. Since the Wal-Mart Foundation formalized that in the early 1980s, that's helped us focus [these efforts], but prior to that, our stores were already giving back locally."

While Wal-Mart does have some guidelines as to what charitable efforts they will support, it is very much left up to the local stores to discern.

"We drive our volunteerism program [centrally], but we don't necessarily require [stores] to focus on any particular area," explains Fisher. "That's just something that [is decided upon] community by community."

Giving locally is a key component in Olive Garden's Pasta for Pennies initiative, says Jane Grant, partner at Fort Lauderdale, FL-based Pierson Grant Public Relations.

Now in its 13th year, the program encourages teachers and students to become actively involved in their own communities by collecting pocket change at schools on behalf of The Leukemia & Lymphoma Soci-



Effect

ety; the school that collects the most change receives an Olive Garden pasta party, as well as prizes such as computers and sports equipment. Last year, Grant says, Pasta for Pennies raised \$4.2 million in nickels, dimes, and quarters.

In addition to raising money for an important cause and teaching children the value of charity, Grant says, the Pasta for Pennies program both supports Olive Garden's core, family-focused message and introduces younger generations to the brand. Those components, she says, help the client meet key business goals.

The next three on the list of companies that consumers state are known for supporting a charity or social cause are all well-regarded for their support of a single and/or highly focused cause.

In fourth place is McDonald's, and all the respondents who cite the fast-food giant praise it

for its creation and support of the Ronald McDonald House Charities. While this is not the only charitable endeavor McDonald's supports, it is one that has not only a national awareness, but a highly localized one, as well, in the communities that are in the houses' neighborhood.

Yoplait, which is tied for fourth, and Avon, in sixth place, are both companies that are closely associated with the extensive work they carry out on behalf of breast cancer research and support.

Also among the top 10 companies are a pair of brands that seemingly have social responsibility in their DNA: Newman's Own (tied for sixth) and Ben & Jerry's (eighth). One respondent, however, does state that while they were aware that Ben & Jerry's was built on a foundation of giving to causes, they were unsure whether the ice-cream company was still func-

tioning in this way since being bought by Unilever.

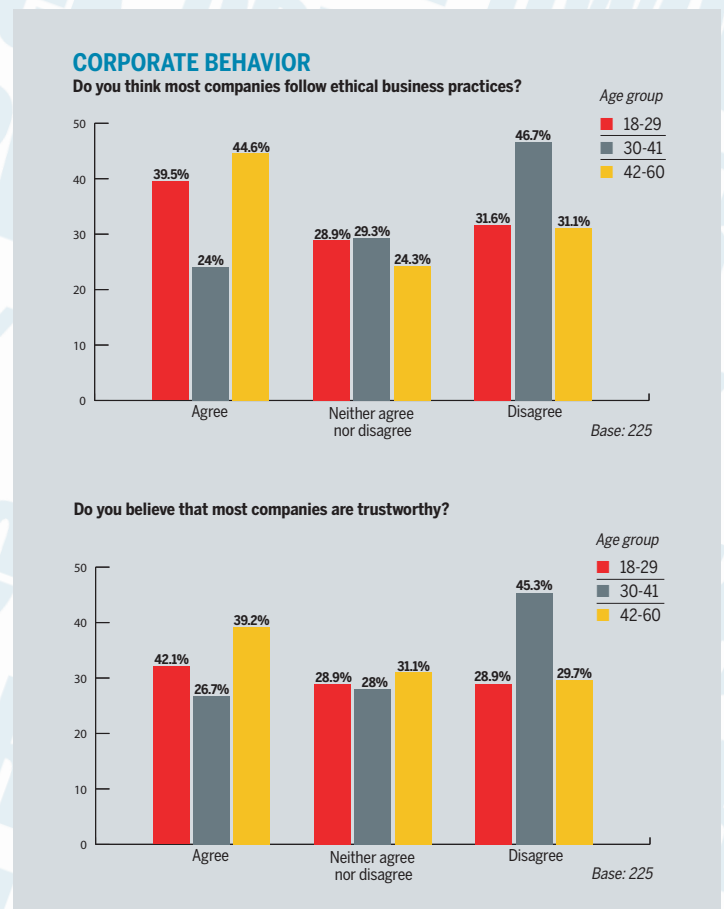
HELPING THE COMMS CAUSE

Cause-related marketing is a big business, according to IEG, a Chicago-based consultancy that tracks corporate sponsorship practices. In the US alone, for-profit businesses spent more than \$1 billion in sponsoring non-profit causes in 2005, up from \$733 million in 2001.

For many nonprofits, part of the reason cause marketing is so successful is because it helps expand the group's charitable message outside its established donor base, introducing the non-profit to a new demographic.

As it did last year, the *PRWeek*/Barkley Public Relations Cause Survey also surveyed people working in communications and development at nonprofits to gauge their views on the efficacy of cause-marketing partnerships with corporations. The key tangible benefit of cause-branding programs, they say, is PR results, which can indeed go a long way toward introducing the cause to new audiences.

One example of this is Save the Children, a Westport, CT-based group that in the US works to develop school-based literacy programs among impoverished, hard-to-reach populations like



87% of respondents believe that it's important for companies to support causes and charities



When asked which corporations spring to mind as doing a particularly good job of supporting causes, Microsoft (1), Yoplait (4), and Newman's Own (6) rank in the top ten

STRENGTH OF SUPPORT

Is there a company that comes to mind that does an especially good job of supporting a charity or social cause? (Unprompted)

Rank	Company	Mentions	Stated reasons
1	Microsoft	17	"Bill and Melinda Gates have made it a priority to [give] large amounts of money back to charity, and [improve] the world"
2	Target	8	"Target stores contribute a lot to local schools"
3	Wal-Mart	6	"[Raises] millions of dollars for ... charities that help real people"
4	McDonald's	4	"[Has] the Ronald McDonald House for families with severely sick children"
4	Yoplait	4	"Supports breast cancer research. [That's] very evident in their commercials"
6	Avon	3	"I think Avon does a fantastic job of supporting breast cancer [causes]"
6	Newman's Own	3	"Because so much of their profit goes to charity"
8	Bank of America	2	[No reasons stated]
8	Ben And Jerry's	2	"[Ben & Jerry's is] involved with social causes"
8	Verizon	2	"Verizon supports children and the need to read"

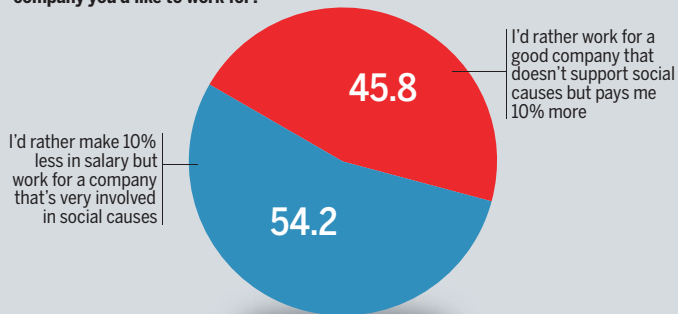


64% of respondents have purchased a brand because it supports a cause they believe in

66.7% say it's important to know why a company has opted to support a particular cause or charity

EMPLOYER BEHAVIOR

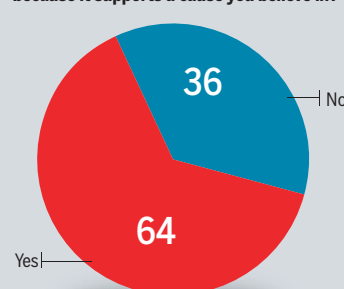
Which statement best reflects your feelings on the kind of company you'd like to work for?



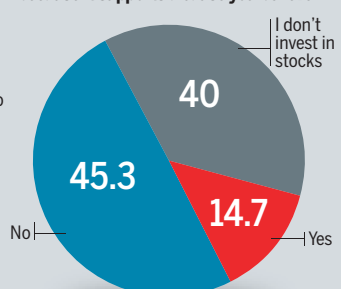
Base: 225

CONSUMER CHOICE

Have you purchased a particular brand because it supports a cause you believe in?



Have you bought the stock of a company because it supports a cause you believe in?



Base: 225

California's Central Valley, Appalachia, and Navajo reservations.

Wendy Christian, head of the group's public affairs and communications team, says that since 2003, Save the Children has partnered with clothing line Rocawear – owned by urban culture mogul Jay-Z – to create an annual line of \$20 T-shirts, for which \$4 each goes to the organization. This year, literacy-themed shirts will be emblazoned with messages about the importance of reading, and complemented with colorful hangtags explaining Save the Children's mission.

"It's important in today's world for companies to have social

responsibilities built right into their business plans," Christian says. "Why select one over the other? Make the world a better place while making a profit."

CONSUMER IMPACT

When it comes to purchasing choices among similar products, a company's perceived social responsibility can be the tie-breaker. The survey results show, in fact, that about two thirds of Gen X and Gen Y consumers have "voted with their check-books," says Swenson, "and purchased one brand over another because they know that it supports a cause they believe in."

The survey also shows, Swenson notes, "Generation X is much more skeptical" of corporations' cause-related marketing motivations. And while nearly half of boomers (45%) believe that most companies follow ethical business practices, only 24% of Gen Xers agree.

Further, the nonprofit pros who were polled agree that of all age groups, the group of consumers (and, incidentally, employees) who in their view were the most attracted to their cause-related efforts were the boomers.

"Because Gen X is really now coming into charge and beginning to assert its leadership role, it's interesting to note that the generation is less trusting," Swenson says. Whether it's because of general upbringing or recent corporate scandals, "what that means for cause issues is you have to make sure any type of cause program is very transparent and everyone can see that it is exactly what it says it is."

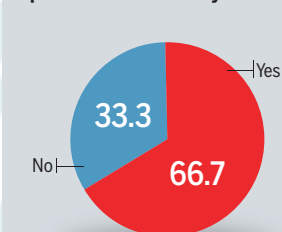
"To really gain trust among consumers, cause [programs] must be part of the internal nature of an organization, no matter how big or small," says Arlene Fairfield, director of DDB Brand Identity Group. In its recent corporate trust survey, the Seattle firm found that "if a company truly tries to incorporate its social causes into its business purpose, that's where you start seeing success."

Though "what giving back means is going to be different for each company," she adds, more and more, consumers are demanding greater accountability and responsibility from corporations across the board.

"People don't expect a company to be perfect," she says. "They do want to see that a company is making steps in the right direction, owning up to things that it's done in the past, making real corrections

PARTNERSHIPS

Is it important to know why a company has chosen to support a particular cause/charity?



Base: 225

CORPORATE GIVING

Which statement describes your feelings about the kind of charities that companies should choose to support?

	Age group		
	18-29	30-41	42-60
I find it more appealing when there's a logical connection between the company and the charity it supports	48.7%	34.7%	41.9%
It doesn't matter if there's a logical connection between the company and the charity	51.3%	65.3%	58.1%

Base: 225

CORPORATE MOTIVES

What do you assume is a company's primary motivation to give to a charity?

	Age group		
	18-29	30-41	42-60
To help the charity	11.8%	16%	16.2%
To demonstrate what it cares about	10.5%	13.3%	12.2%
To get more people to buy its products	10.5%	8%	10.8%
To get publicity	28.9%	17.3%	23%
To get a tax write-off	27.6%	38.7%	29.7%
Other	5.3%	2.7%	2.7%
Don't know	5.3%	4%	5.4%

Base: 225

THINK PINK

As one of the Susan G. Komen Foundation's more than 100 corporate partners in the US alone, Campbell Soup Co. could easily have become just another name on a list of companies supporting Breast Cancer Awareness Month this October. Instead, a one-of-a-kind cause-marketing effort helped Campbell's not only stand out among its sibling sponsors, but also see increased sales.

Campbell's worked in tandem with regional suppliers to stock shelves at 25,000 Kroger supermarkets throughout the US with breast-cancer-awareness-branded chicken noodle and tomato soup cans, says John Faulkner, Campbell's Camden, NJ-based director of brand communications.

On 7 million cans, the brand's iconic red-and-white packaging was temporarily changed to pink and white; its standard gold medallion replaced with a pink ribbon. According to Campbell's, for every one of those pink soup cans purchased, the company donated 3.5 cents (\$250,000 in total) to the Komen Foundation.

This was the first time in the company's more than 100-year history that the can's dress has been altered for any kind of promotion, says Faulkner. In this case, however, it made sense.

"Breast cancer is an issue that is very much top of mind for our primary consumer, the female head of household buying food for her home," Faulkner explains, "Everyone's

touched by breast cancer to some degree. Everyone could relate, could be supportive."

Though specific figures are not available, Faulkner says that there has been "an incremental bump" in pink soup-can sales at Kroger stores.

And putting the redressed labels on Campbell's cans has "led to an increased order from Kroger." But equally as important as the brand's boosted sales, Faulkner says, are the non-measurable benefits Campbell's receives by being a Komen partner.

Campbell's and its consumers feel "good about being part of the program, and business reasons work out, as well," Faulkner says. "It's not one or the other."





Newman's Own has become synonymous with supporting worthy causes "because so much of their profit goes to charity," say survey respondents

NONPROFIT: REVENUE SOURCES

Where is your revenue derived from (average across all respondents)?

Individuals	35.3%
Foundations	12.3%
Corporations	13.4%
Government	23.3%
Endowment	2.9%
Other	12.9%

Base: 67

NONPROFIT: CAUSE-BRANDING PROGRAMS

Which of the following statements do you strongly agree with?

Consumers are more likely to buy products from a company that supports good causes	32.8%
A poor corporate reputation can be improved through cause-branding programs	19.4%
A good corporate reputation can be damaged by not engaging in cause-branding programs	7.5%
Companies that support good causes have an easier time recruiting a first-rate workforce	23.9%
Prospective investors are more interested in companies that engage in cause-branding programs	7.5%

Base: 67

along the way. People respond positively to that."

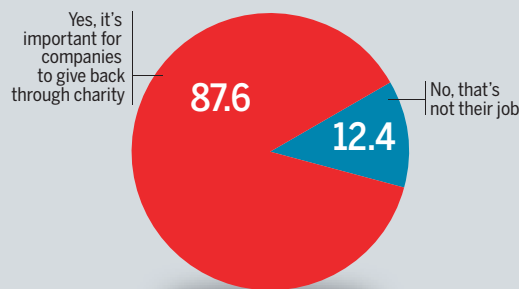
Wal-Mart, for example, is a company that's suffered years of negative press for its employment policies and effect on small businesses. Now, however, it's "making some traction" in the social responsibility arena, says Susan Puflea, SVP in corporate citizenship/social responsibility and change practice at GolinHarris, Los Angeles. "That's starting to resonate with stakeholders and consumers."

Indeed, Wal-Mart is finding that its charitable work, spearheaded by The Wal-Mart Foundation, goes some way to counteracting some of the negative press the corporation inevitable attracts. "We definitely find that the awareness of what Wal-Mart gives back to the community is an important part of the information [consumers] use to form their perceptions of the brand," says the Wal-Mart Foundation's Fisher. "The customer's knowledge of local efforts [such as Teacher of the Year, volunteerism, and community grants programs] helps balance what others write about."

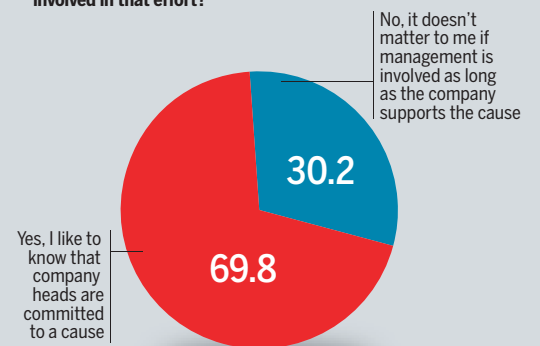
Says Swenson, "To be viewed in a positive light is a benefit that

CORPORATE GIVING

Do you think it is important for companies to support causes/charities?



Do you think it is important for company heads to be visibly involved in that effort?



Base: 225

companies should expect from giving back." And for companies deciding whether they should be getting involved in a cause, it's "a little extra savings in your account, to use in situations [if] you find yourself in trouble."

Despite efforts, some companies will always be burdened with certain challenges or issues by their very nature, says Puflea. Behaving as responsible corporate citizens, though, can be a genuine asset.

Golin client The Dow Chemical Company "is always going to be a chemical company, [and face] the issues that go along with that," Puflea says. But it can do its part to be socially responsible.

From a cause-marketing standpoint, Dow recently partnered with the Blue Planet Run Foundation to launch the Blue Planet Run, a 100-day endurance run to help raise awareness and funds for safe drinking water projects around the world.

Now, Puflea adds, cause marketing isn't a choice. "The expectation from consumers is that all companies need to be doing this," she says. "Consumers do appreciate it, do trust companies more, and are more loyal to those" companies which engage in good corporate citizenship. And the corporations who don't "will fall further and further behind."

ROLE OF CELEBRITIES

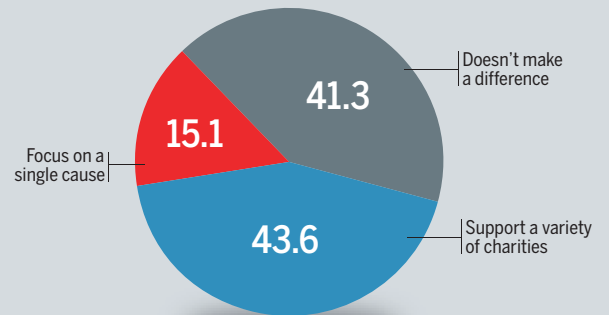
Another way companies are attempting to gain awareness and trust on the path to good corporate citizenship is with the use of celebrities, says Lisa Paulsen, CEO and president of Entertainment Industry Foundation (EIF).

LA-based EIF partners with corporations and brands to bring Hollywood resources together to raise awareness and funds around social and health issues including colorectal cancer, smoking cessation, and women's cancer efforts.

While stars can be "enormously helpful," Paulsen says, "[EIF is always] very careful in identifying performers, careful to make sure that the people involved have a

CORPORATE FOCUS

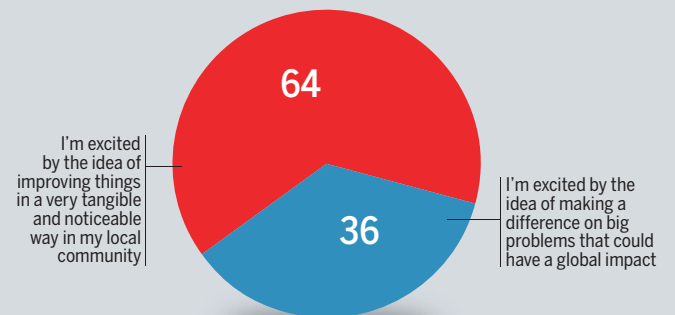
Should a company support a variety of charities or focus on a single cause?



Base: 225

CHARITABLE GOALS

Which idea of charitable work is more interesting to you?



Base: 225

64% of respondents are excited by the idea of improving things in a very tangible and noticeable way in their local communities

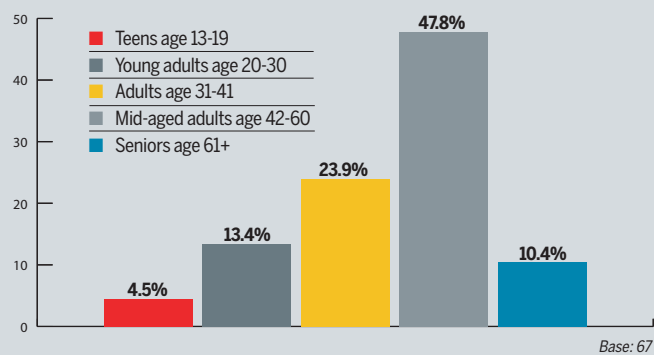
strong knowledge of the cause, and, more often than not, have a personal reason to be involved."

One EIF partner, Merriam, KS-based Lee Jeans, is the sponsor of Lee Denim Day, a nationwide, annual event to benefit breast cancer research. Now in its 11th year, the program has raised more than \$66 million, says Liz Cahill, Lee Jeans' director of advertising and PR. Barkley has handled this effort for a number of years.

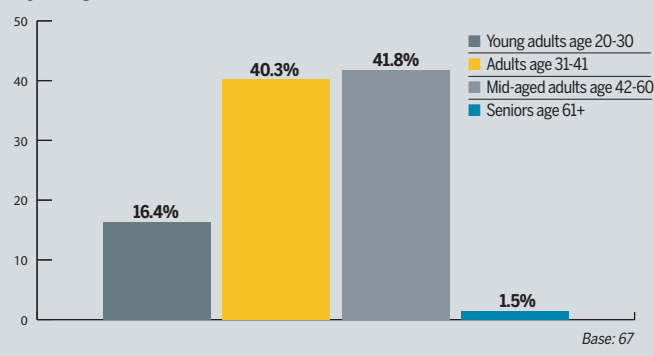
The concept, Cahill explains, is simple: Participants pay \$5 to their employers in exchange for wearing jeans to work on the first Friday in October. With more than 29,000 companies involved – and more than 1 million jeans-wearers – "it's an extremely impactful way to show how your \$5 does count," Cahill notes.

NONPROFIT: CAUSE-BRANDING PROGRAMS

In your current job, what age groups of consumers are most attracted to your cause-related efforts?



What age group of employees has the most positive connection to your organization's cause-related efforts?



70% feel it's important for a company head to be visible in supporting a cause or charity

51.3% of Gen-Yers say that it doesn't matter if there is no logical connection between the company and the charity

This year, Lee worked with EIF to enlist the promotional aid of actor Pierce Brosnan and the entire cast of NBC's *The Office*, all of whom had been personally affected by breast cancer in some way.

"The celebrity aspect definitely helps," Cahill says. "It makes it so much more personal, above and beyond. If it had been disingenuous, [consumers] could see through that."

"Where the cynicism comes is when companies don't walk the talk," says Lynne Doll, president of LA-based The Rogers Group. She explains that in crafting cause-marketing efforts – such as its nationwide partnership between Safeway and the National Center on Addiction and Substance Abuse – her firm

NONPROFIT: CAUSE-BRANDING BENEFITS

How important are the below tangible benefits of a corporate cause-branding program (average score out of 5)?

PR results	4
Increase in donations	3.2
Increase in sales/retail traffic to the partner's company	2.8
Testimonials from key stakeholders of your organization	2.6
Enhanced relationship with target demographics	2.5

Base: 67

demands corporate commitment "from the president down" to make programs a success.

EFFECT ON EMPLOYEES

Indeed, a strong majority of survey respondents – about 70% – say it's important for the head of a company to be visible in supporting a cause or charity. (Gen Y and Gen X are slightly more likely to agree with that than boomers.) "It's extremely important; it needs to come from the top levels of the company and extend through the ranks," agrees Pierson's Grant. When the passion comes from the top, she says, it ensures that adequate resources – both financial and emotional – will be applied to the program.

It also means that it will seep into all aspects of corporate culture, helping companies attract and retain good staffers, says Barkley's Swenson. "People have positive feelings about working for socially responsible companies," he says. "We all love to love our jobs."

By a slight margin, survey respondents said they would rather earn less money, but work for a company that's very involved in social causes. Still, according to a 2004 survey on corporate community involvement by Deloitte & Touche, when deciding between two jobs with identical location, responsibilities, pay, and benefits, 72% of employed Americans would rather work for a company that supports charitable causes.

Involving employees in cause-related marketing campaigns can help them feel more connected to the brand and, consequently, make them feel great about where they work, and increase retention and loyalty, regardless of their generation, says Jeff Smith, CEO of LA-based JS2 Communications.

"We have seen this with [client] The Coffee Bean & Tea Leaf," Smith says. "They have been involved with The Help Group, a children's nonprofit that focuses on learning disabilities, for years. Likewise, getting team members involved in team-building, community-building exercises can increase productivity."

Save the Children has seen similar results in its internal work with Starbucks, says Christian. In that relationship, employees visit Guatemala to assist in building schools "where the coffee is coming from," then share their experiences with co-workers.

"Building a relationship with the entire corporation allows us to reach out to staff members, make them part of the effort" and develop lasting relationships, Christian says. "It means so much more than a one-time donation, [or] a

check arriving in the mail."

Another benefit of developing a holistic cause-marketing relationship, says Scott Pansky, GM and co-founder of Allison & Partners' Santa Monica, CA, office, is that it never has to be "cookie-cutter."

"The more creative the campaign, the more [the company] can engage the consumer and their employees, the better it's going to be," Pansky says. "Even though things are turning pink, things are turning pink in unique ways."

That's a reference, of course, to the Komen Foundation's ubiquitous pink ribbon, the international symbol of breast-cancer awareness, and nonprofit partner of brands from Dirt Devil to M&M's. While there is the possibility of getting lost in the pink, Pansky says, if a corporation is keenly aware of the rationale for its cause marketing, it can stand out.

Companies including Yoplait, Holland America Line, and Campbell's Soup have each found unique ways to differentiate themselves in the sea of pink.

"If you can't own a cause, you need to focus on being able to carve out a niche," notes Swenson.

OWNING A CAUSE

David Hessekiel, president of New York-based Cause Marketing Forum, says, "Ownership, in recent years, has really been raised in terms of program sophistication. Twenty-five years ago, the idea of [pairing] a company and a cause was newsworthy" in and of itself. Today, cause-branding efforts must be "more engaging, creative, and well thought-out" – by both the brand and the nonprofit – to generate consumer excitement.

"That doesn't mean you can't have multiple partners for a single cause," he continues. But to be effective and resonate in a crowded field, cause-related marketing efforts must take advantage of previously unattempted opportunities in media, message focus, and execution.

"It's something a lot of companies struggle with, how focused should they be," notes Golin's Puflea. "If you're spread too thin, you may not be able to make as big an impact. Stay focused and stay committed."

While about two-thirds of respondents say it is important for them to know why a company has chosen a particular cause or charity, overall, consumers didn't have a strong preference for a "logical connection between the company and the charity."

"That may be one of those things that's in the subconscious," says Swenson. Logical connections

THE RESPONDENTS (NONPROFIT)

JOB TITLE

Of those who stated specific job titles, the majority of respondents from nonprofits (29.9%) were development directors. Second was CEO/executive director, with 20.9%; then 10.4% program director; and just 1.5% had the specialized title of director of corporate partnerships.

ANNUAL GROSS REVENUE

The mean gross revenue of the organizations was \$49.5 million, as 9% stated revenues of \$100 million and above. However, with the bulk of respondents – 38.8% – falling in the \$1 million to \$10 million bracket, the median revenue was significantly lower, at \$3.01 million.

CAUSE-BRANDING BUDGETS

Monetary contributions from corporations to cause-branding campaigns are relatively flat, with 56.7% saying there has been no increase in the past 12 months. Twenty-two percent say they increased moderately, with 13.4% stating a moderate decrease. Expected increases over the next 12 months are evenly split: 40.3% expect an increase, 40.3% expect a decrease.

MEMBERSHIP

The majority – 67.2% – were not from membership organizations. Of those that were, the average membership size was 18,034.

may not be important on the surface, but if a program is "tied to your business, it's easier to make that connection with core customers, attract new customers, and remind loyal customers that there's a reason they're loyal." ■

The PRWeek/Barkley Public Relations Cause Survey was conducted by PRWeek and Millward Brown. E-mail notification was sent to approximately 15,435 consumers and nonprofit professionals and a total of 292 people (225 consumers and 67 from nonprofit organizations) completed the survey online between August 30 and September 21. Results aren't weighted.

Based on the sample size, the results are statistically tested at a confidence level of 90%. This report provides selected highlights. Full results – offering additional data – are available in PDF format for \$150. Please contact lisa.lamotta@prweek.com.