



# *5 Key Ingredients for a Successful Cause-Marketing Program*

*A Whitepaper by  
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Caus-FX*

**Building Impactful Partnerships**  
**Delivering Cause-Marketing Solutions**

## Overview

People. Planet.  
Profit. The triple  
bottom line!



Whether you call it cause-marketing, corporate social responsibility, conscious capitalism or just simply 'the right thing to do', consumers are demanding brands get on board.

In this white paper, we cover the basic ingredients of a successful cause marketing program as well as examine why most cause related marketing programs fall short of their goals.

Consider yourself forewarned that in the process of pointing out what works and what doesn't, I will unashamedly inject examples of how and why we do things at Cauz-FX.

Generally speaking, in order for any company's cause marketing program to be effective, it must improve your company's triple bottom line - *People, Planet & Profit*. This whitepaper will look at all three areas.

## ***People***



***"The opportunity Cauz-FX is providing us with is nothing short of amazing and we are very appreciative."***

*Lisa Hobson  
Executive Director  
Big Brothers Big Sisters  
Okanagan*

"A company is only as good as it's people" sometimes seems to be an over used cliché – but nonetheless it's true. Whether those people are employees, customers, investors or suppliers, they all have a stake in your business. Your cause marketing program should reflect that fact.

It is widely accepted that a well executed cause marketing campaign will have a positive influence with recruiting and retaining great employees, investor relations, and of course consumer loyalty.

Conversely, a poorly executed cause marketing initiative will simply come off as self-serving and shallow.

Finally, let's not forget the most important group of people your program should serve, the end recipients of the monies and/or in-kind services your company is providing.

Careful attention must be paid to how much money actually makes it to the nonprofit benefitting from your company's cause marketing program. If the costs to create, launch and manage your program are too high, you should seriously consider making changes, or even scrapping the idea completely.



## ***Planet***

Every aspect of your cause marketing program, must take the environment into account.

For example, it is completely counter-intuitive to advertise or promote your cause marketing campaign on mobile billboard vehicles driving around polluting the environment.

In the case of Cauz-FX, most of the charities we currently support are involved with collecting and selling donated clothing and household items. Therefore our clients branding that appear on the trucks is a benefit to all the stakeholders.

Our eventual network of non-profit partners will collectively prevent 144 million tons of unwanted household items and clothing from ending up in landfills - *annually!*



*"What companies are doing is looking at vehicles to use cause marketing to drive new revenue streams, to retain and grow customer loyalty, to seek new market share and even to develop new products and services."*

George Pohle,  
VP & Global Leader  
Business Strategy Consulting  
IBM

## **Profit**

In this white paper you will learn how your company can contribute less money to cause related marketing, yet increase the amount of money reaching a selected charity by up to 100%.

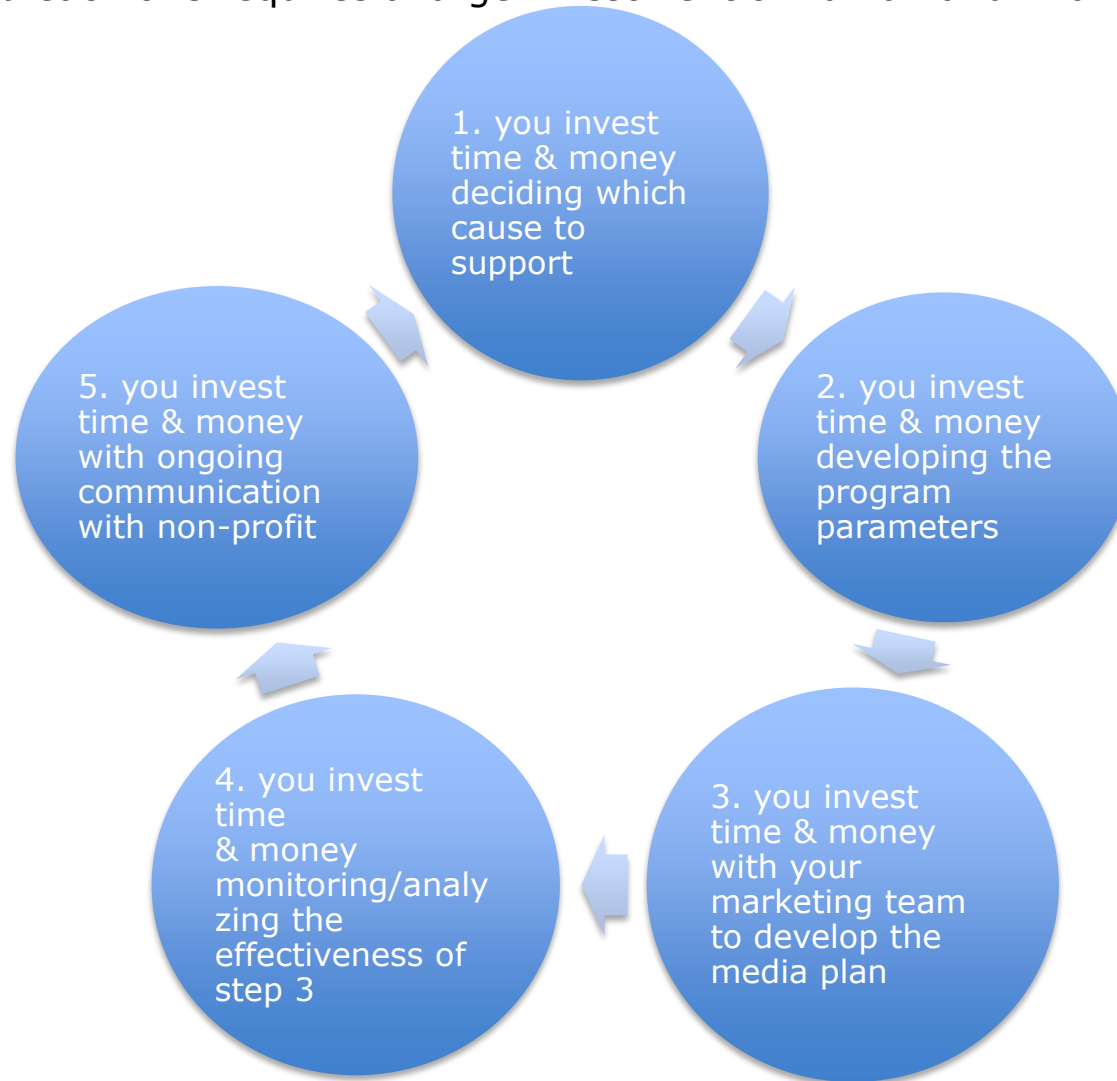
Another important financial consideration when deciding on a cause marketing program is the tax efficiencies associated with it. Because the Cause-FX cause-marketing program is considered a business expense vs. a donation, it is fully tax deductible.

In addition, we will demonstrate how to achieve better results yet greatly reduce the time and effort required by your staff and third party agencies to create, launch and manage your cause marketing campaign. All this adds up to significant financial savings.

And finally, a successful cause marketing program will help drive sales and win market share.

# Typical Cause Marketing Program

As you will see from the chart below, a typical cause marketing program consists of several steps and each one requires a large investment of human and financial resources.



We will cover each one of these steps and the challenges they present, along with the solutions, using a new business model.

## **Step One:** Choose a cause

**The challenge:** There are literally hundreds of worthy non-profit organizations in need of financial support.

The task of sorting through them all and eventually selecting one can be very time consuming and a large drain on your staff.

**The solution:** At Cauz-FX, we spent nearly two years assessing, qualifying and selecting our group of non-profit partners who collectively make up our family of *Community Partners*.

We work with our corporate sponsors to easily and quickly identify the best fit for your company.



National Council  
of the  
United States



Society of  
Saint Vincent  
de Paul

## **Step Two:** Determine cause marketing program parameters

**The challenge:** Once you select the cause to support, determining the parameters of your cause marketing program can be extremely daunting, time consuming and expensive.

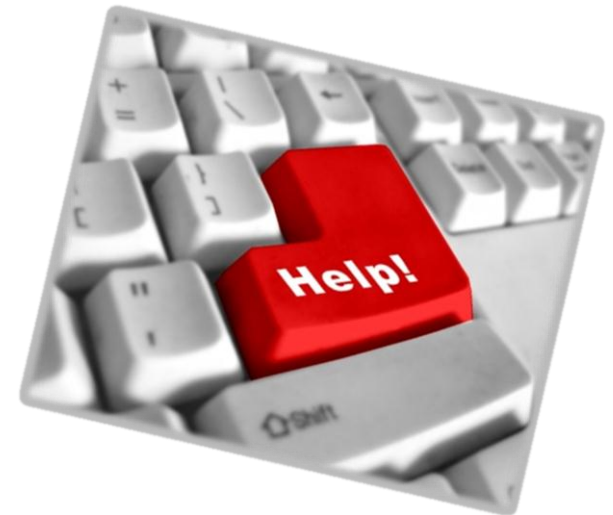


With a large array of issues to be decided, it is not uncommon for several people from various departments of the company becoming involved at this stage.

**The solution:** Based on a clear set of pre-determined criteria we have designed, we are able to work with your company to efficiently and quickly establish the parameters for your Cause-Marketing program.

The criteria covers points such as budget; geographic scope; your target market; your company's products and services; your business goals; program breadth and depth; to name just a few.

Because of our expertise we are able to complete this stage with a much smaller staff commitment from your company (often with only 1-2 people) and in a much shorter time frame. The net result is significant financial savings.





## **Step Three:** Effectively communicate your company's cause marketing initiative

**The challenge:** How do you effectively communicate your cause marketing initiatives?

Unfortunately, it is at this stage that so many cause marketing efforts fall short of getting the maximum return on their investment of both financial and human resources.



Your company accepts the fact that cause branding must be an essential part of your core business strategy. However, unless it is effectively communicated and promoted it will only be partially successful, at best.

Recent studies have shown that Americans are as amenable toward cause marketing as ever.


### **Consider these facts:**

- **88% of Americans say it is acceptable for companies to involve a cause or issue in their marketing. This record number represents a 33% increase since Cone began measuring in 1993 (66%)**
- **85% of consumers have a more positive image of a product or company when it supports a cause they care about.**
- **90% of consumers want companies to tell them the ways they are supporting causes. Put another way: More than 278 million people in the U.S. want to know what a company is doing to benefit a cause.**

Source: Cone 2010 Cause Evolution Study

According to the same study, consumers want companies to support issues aligned with their businesses, but they also want issues to be relevant to them and other key stakeholders.

When choosing an issue to support, consumers believe companies should consider:



Issue Criterion	Percentage
One that is important in the communities where they do business	91%
One that is consistent with their responsible business practices or the way they make and distribute their products (eg., impact on the environment, treatment of their employees, financial transparency)	91%
One that is important to their consumers	89%
One where their business can have the most social/environmental impact	88%
One that is important to their employees	85%

**91%**

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**91%**

One that is consistent with their responsible business practices or the way they make and distribute their products (eg., impact on the environment, treatment of their employees, financial transparency)

**89%**

One that is important to their consumers

**88%**

One where their business can have the most social/environmental impact

**85%**

One that is important to their employees

Source: Cone 2010 Cause Evolution Study

The majority of cause marketing communication platforms typically used by corporations today are incredibly expensive (television, print, radio) and require a tremendous amount of manpower in the planning and execution stages.



Although these mediums can be effective when properly used, it is still quite challenging for a company to create a strong link between their brand and the cause they are supporting. Even if they are successful in achieving this strong link, the chances of their message being blocked out is quite high.

Think of pre-recording television content to avoid commercials, turning the volume on the car radio off whilst driving, not reading or missing your print media ad and finally using spam/pop-up blockers on the internet.

### ***The solution:***

It is in the communication/promotion of your company's cause marketing program that the 'Cauz-FX' model truly surpasses all other approaches.

We marry your brand with a great cause, then literally drive your cause marketing message deep into the hearts and neighborhoods of your target market via our 'Charity Trucks' program.



### **The Vehicle is the Message**

**"This truck is FREE to Big Brothers Big Sisters thanks to these kind sponsors"**



**As an Acknowledged Sponsor, a Company's CSR Message Reaches Deep into the Neighborhoods & Hearts of the Target Market!**

## Door Hangers Double-Sided / Full Color

**Cauzoupon**  
Shop + Save + Support  
As a thank you for donating to Big Brothers Big Sisters of Southern Nevada, our sponsors partners would like to offer you special savings and discounts! Visit [www.facebook.com/cauzoupon](http://www.facebook.com/cauzoupon) to view our special offers.

**EXCLUSIVE MEMBERSHIP SPECIAL**  
Big Brothers Big Sisters of Southern Nevada is proud to offer an exclusive membership special to our donors. This special membership is available to donors who have donated \$100 or more to Big Brothers Big Sisters of Southern Nevada. This special membership includes a complimentary membership card, access to our online donor portal, and more. Visit [www.facebook.com/cauzoupon](http://www.facebook.com/cauzoupon) for more information.

**FREE \$10 GAS CARD**  
GASPEAKERS DRAW!  
We have you covered! GasPeakers Draw! We will call you to see if you are eligible for a FREE \$10 Gas Card. To enter, simply visit [www.facebook.com/cauzoupon](http://www.facebook.com/cauzoupon) and enter your email address. We will call you to see if you are eligible for a FREE \$10 Gas Card. To enter, simply visit [www.facebook.com/cauzoupon](http://www.facebook.com/cauzoupon) and enter your email address.

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Enter our FREE Sweepstakes Draw!  
Visit us at [www.facebook.com/cauzoupon](http://www.facebook.com/cauzoupon)!

**Donation Receipt**  
  
**Big Brothers Big Sisters**  
of Southern Nevada  
Thank you for donating to Big Brothers Big Sisters  
\$ \_\_\_\_\_ Date of Pick-up: \_\_\_\_\_  
Received by: Donation Center Manager, Kaitlin Shaw  
This is your tax receipt. In accordance with the IRS publication 529 you may treat a fair market value for your donated goods.  
Tax ID #1-6708847  
88888 Drop Boxes are conveniently located throughout the Valley. For the nearest drop box location or more information, visit our website.  
Please note that drop boxes can only accommodate smaller items and clothing. If you have larger items, call our Donation Center to schedule a pick-up.  
Big Brothers Big Sisters of Southern Nevada  
4055 E. Post Rd. Las Vegas, NV 89120  
Donation Center: (702) 222-0009  
[www.88888.org](http://www.88888.org)  
We're Sorry! We could not pick up your donation.  
 We will call again soon.  
 Items for pick-up were not clearly marked.  
 Items were not eligible for pick-up.

**FREE SWEEPSTAKES DRAW!**  
As a Thank You For Donating to 88888 You Are Eligible For a FREE Sweepstakes Draw Entry by win a \$25 gift card from Walmart. Simply Visit [www.facebook.com/cauzoupon](http://www.facebook.com/cauzoupon) to enter!

Another key element of the Charity Trucks component is the branded door hanger.

For example, in Las Vegas each time Big Brothers Big Sisters picks up a donation of clothing, they leave behind a door hanger which is both a 'thank you' card and a tax receipt for the donation. Those door hangers are a co-branded marketing piece showcasing caring companies such as 7-Eleven and Sam's Club.

Social Media. Whatever cause marketing program you decide to implement, it must contain an online component utilizing the full power of social media sites such as Facebook, Twitter, LinkedIn etc.

If done correctly it will dramatically increase the impact of your cause marketing efforts.



**Step Four:** Monitor and analyze results from your cause marketing program



**The challenge:** Once you launch, how do you monitor and analyze the effectiveness of your cause marketing initiative?

Unfortunately with most, if not all cause marketing programs, it becomes a major challenge to truly measure the degree of impact and reach your program is having.

This is a challenge with the Cauz-FX model as well. However, we are constantly researching new methods of quantifying the key indicators relating to reach, penetration and influence that our model has on delivering tangible results.

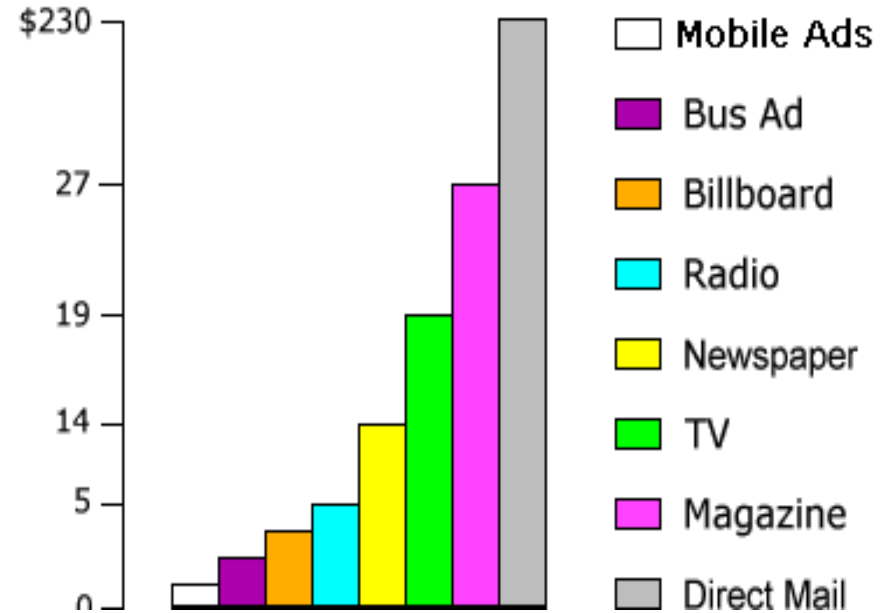
As a result of our extensive research over the past two years, some insights have come to light which we have incorporated into our methodology for tracking and reporting on the effectiveness of your cause marketing program.



## ***The solution:***

We incorporate tried and tested tools from the advertising industry to determine key factors such as estimated number of persons potentially exposed to our Sponsor's messages (DEC). From that information we calculate the cost per one thousand impressions (CPM).

## **Media Rates Comparison Chart**



Source: Outdoor Advertising Association of America

**No Matter Where Your Market is -  
We've Got You Covered!**



Our highly sophisticated GPS systems provide you with a detailed record of how much coverage your company is achieving.

At Cauz-FX, we use highly sophisticated GPS data generated by the GPS units we install on every sponsored truck used by our Community Partners.

This data includes information such as routes traveled and number of hours in operation, on a daily basis.

In addition to the GPS data, we also incorporate SAMI (Satellite Automated Media Information) which is a state-of-the-art software program. It is the first to deliver the mobile advertising marketplace credibility through audience measurement and tracking.

As a Cauz-FX' Corporate Sponsor, we provide you with valuable 'proof of performance' data such as;

- Audience circulation measurement
- Cost Per Thousand (CPM) impressions
- Market maps outlining market coverage
- Gross impressions over a user-defined period
- Demographic data related to circulation
- Proof of online 'hits' and response rates to social media buzz words
- And much more!



At Cauz-FX, we back up your cause marketing program with hard facts and figures so you can rest assured that your cause marketing investment is working to effectively deliver a significant ROI.

## **Step Five:** Maintain ongoing communication with the non-profit partner(s)



**The challenge:** In the current economic climate most company's staff is already stretched to the maximum.

To launch, manage and maintain an ongoing cause marketing program with a non-profit organization can be extremely time consuming.

To re-direct your staff's focus and energy in this direction on a practically full time basis can take a major toll on your overall productivity, and ultimately your profits.

**The solution:** Let us deal with the non-profit organizations in the execution and ongoing management of your cause marketing program.

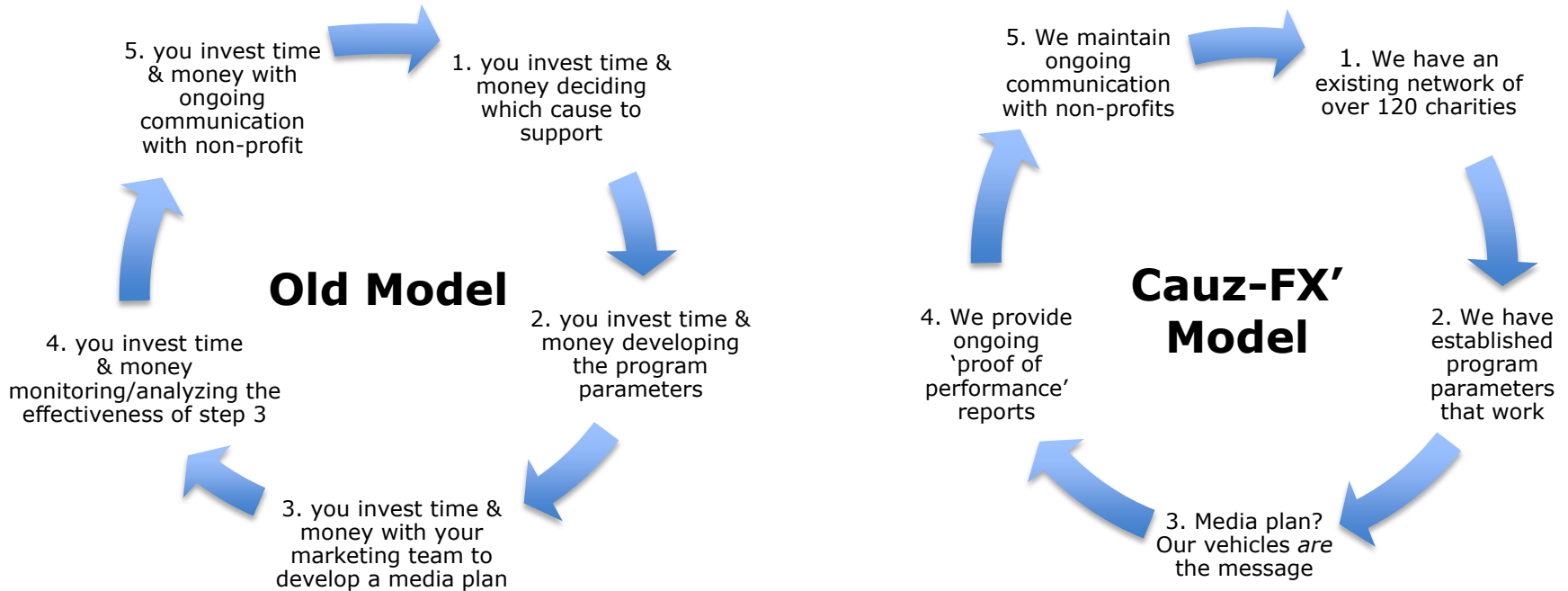
We are equipped to deal with this task efficiently and pro-actively. It is what we do day in and day out.

We will provide your company with all of the relevant communications and feedback, but your staff will not be bombarded with an array of minute details that go into a long term, successful relationship between your company and the nonprofit organization.





# Summary



Cauz-FX offers a completely new business model in cause marketing. By implementing our turnkey program as part of your company's overall cause marketing initiative, you will deliver significant, measurable results to your triple bottom line;

**People** Because of greatly reduced redundancies in human and financial resources, a far greater portion of your cause marketing budget reaches the charities where it is needed most. Your employees will enjoy all the benefits of being part of something wonderful, without the headaches.

**Planet** 144 million tons of unwanted goods kept out of landfills each year thanks to your involvement with the Cauz-FX cause marketing program.

**Profit** Our cause marketing program will drive your sales, save significant money with better usage of human and financial resources, and our cause marketing program is fully tax deductible.

## Conclusion

No matter which cause marketing program your company decides to implement, if done correctly it can be an incredibly rewarding experience.

I sincerely hope this whitepaper has served to help you in your decision making process.

At Cauz-FX our mission with our Cause-Marketing programs is to generate enough revenue to fully sponsor 300 trucks for our non-profit partners by the end of 2013.

If you feel that this goal might be aligned with yours, there are still opportunities for socially responsible companies to join us.

Please feel free to contact us to discuss how Cauz-FX can significantly improve your company's triple bottom line.

Sincerely,

*Bill McIntosh,*

Founder, CEO

[bill@cauzfx.com](mailto:bill@cauzfx.com)

The logo for Cauz-FX features the word "CAUZ" in a light blue, stylized font where the letters are interconnected. To its right, the letters "FX" are written in a large, bold, orange font.

**Building Impactful Partnerships**  
**Delivering Cause-Marketing Solutions**