

Cause Marketing Guidelines



Thank you for volunteering to help the Community FoodBank of New Jersey (CFBNJ) promote awareness and raise funds to feed those in need. The following guidelines are provided to ensure all parties are aware of the needs and expectations for each cause marketing relationship.

Please note: Cause marketing promotions, where the Community FoodBank of New Jersey will receive a portion of proceeds from the sale of a product or service, are strictly regulated by the State Attorney General.

If you have any questions not answered by these guidelines, please contact Debby Scheinholtz, Director of Corporate Relations, at dscheinholtz@cfbnj.org or 908-242-3951.

The use of the Community FoodBank of New Jersey's name, logo or mission may not be used in any way without written approval from the Community FoodBank of New Jersey's Chief Marketing Officer.

Guidelines

A Cause Marketing relationship occurs when:

- ◆ An organization is promoting a product, event or service to the public.
- ◆ The product or service is promoted through media outlets.
- ◆ The promotion will benefit CFBNJ.

CFBNJ must approve all cause marketing relationships with any corporation/organization or donor.

- ◆ The amount of resources committed to the relationship by CFBNJ will be assessed on a case-by-case basis and will be in proportion to the donation provided by the corporation/organization.
- ◆ CFBNJ can't endorse any product or service.
- ◆ We ask that you coordinate the time frame for the promotion with CFBNJ in order to maximize potential and avoid conflict with other campaigns.
- ◆ CFBNJ can't provide internal mailing lists to third-party corporations/organizations.
- ◆ CFBNJ reserves the right to terminate any cause marketing relationship at any time.

Criteria

As a general rule, organizations proposing an event for CFBNJ should:

- ◆ Adhere to CFBNJ branding identity and standards.

- ◆ Have a positive impact on CFBNJ's reputation.
- ◆ Generate sufficient revenue to justify the commitment of requested CFBNJ resources.

Representatives from CFBNJ may not approve a cause marketing relationship if:

- ◆ Entering into a relationship constitutes a conflict of interest for the Community FoodBank of New Jersey.
- ◆ The effort is not aligned to support the Community FoodBank of New Jersey's mission.
- ◆ The Community FoodBank of New Jersey is required to provide up-front funding to support the cause marketing effort.

EXPECTATIONS

CORPORATION/ORGANIZATION EXPECTATIONS

- ◆ The corporation/organization must submit the entire promotion description to CFBNJ for final approval prior to the kick-off.
- ◆ All related promotional materials must be submitted to CFBNJ for approval.
- ◆ All donations must be made within 6 weeks of completion.
- ◆ Promotional materials should disclose the per-unit amount going to CFBNJ.

CFBNJ EXPECTATIONS

- ◆ CFBNJ will assist with promotion, as appropriate.
- ◆ CFBNJ will provide appropriate donor recognition.
- ◆ CFBNJ will provide necessary language for promotional materials.
- ◆ CFBNJ will provide logos and artwork, as appropriate.