

Cause Marketing Campaign Guidelines

Thank you for your interest in supporting the Food Bank of Central & Eastern North Carolina (the Food Bank). It is because of your philanthropic efforts that we can help ensure no one goes hungry. The Food Bank frequently receives heartfelt requests from individuals and organizations to host special events and contribute a portion of revenue to us. We welcome these requests and have drafted the following requirements for these cause marketing campaigns.

Cause marketing campaigns and/or programs are implemented by outside organizations for the benefit of the Food Bank, with minimum or no assistance required from the Food Bank.

The following criteria will apply to all cause marketing campaigns/programs conducted on behalf of the Food Bank:

1. The sponsoring organization is responsible for all sales, marketing, and promotion of the event.
2. If only a portion of the proceeds will go directly to the Food Bank, the sponsoring organization must clearly disclose to purchasers, participants, etc., the approximate number of dollars and/or percent of the proceeds that will go to the Food Bank.
3. The Food Bank will not supply any funding to finance a cause marketing event/program and will not be responsible for any debts incurred.
4. All publicity and/or promotional materials released to the mass media referencing the Food Bank's involvement require advance approval from the Food Bank.
5. All print and collateral materials must be approved by the Food Bank and comply with existing guidelines regarding the use of the Food Bank logo.
6. Events involving alcohol and/or tobacco require special consideration by the Food Bank.

As the event host and planner, it is more authentic to have news, info, and invitations to the event come from you. Here's how our team can support you:

- If your public Twitter posts include @FoodBankCENC, we can like, retweet, and reply
- If your public Instagram posts include @FoodBankCENC, we can like, comment, and share to stories
- If your public Facebook posts include @FoodBankCENC (and activate the tag) we can like and comment
- If you create a public Facebook Event and tag @FoodBankCENC in the description, we can accept/add ourselves as CoHost. This will make it appear under our upcoming events: facebook.com/foodbankcenc/events

If you can guarantee a minimum donation of \$15,000 for your cause marketing campaign the Food Bank can support in the following additional ways:

- If you can send us a photo and final totals, we can post a thank you on social media
- The event name and link can be placed on the Cause Marketing promotional event page on our website. This page will be updated once per week (Wednesdays)
- Promotions being emailed from the Food Bank to our constituents, though possible, will be handled on a case by case basis

PLEASE NOTE:

- Social media recognition excludes campaigns that generates "likes or followers."
- The Food Bank does not provide staff and/or volunteers to run cause marketing events or promotions.
- Staff and/or volunteer presence at an event is not guaranteed and is determined on a case-by-case basis.
- The Food Bank does not share or sell its internal list of donors or supporters.
- Please note that all fundraising activities that involve use of the Food Bank's name or logo must be reviewed and approved in advance by the Food Bank staff.

For more information please contact Tessa Johnson, Corporate Partnerships Officer, at tjohnson@foodbankcenc.org.