

# Corporate Partnerships and Cause Marketing Guidelines



Partnering with the Breast Cancer Fund is a great way to associate with a movement prevent breast cancer and align your company with the leading national organization working to eliminate the environmental causes of the disease. Corporate partners and cause-marketing promotions generate significant financial support every year to support our mission and engage consumers and employees in prevention.

In today's economy, Americans believe it's more important than ever for companies to be socially responsible. In fact, 79 percent of Americans say that they would be likely to switch from one brand to another, when price and quality are about equal, if the other brand is associated with a good cause (Cone Cause Evolution Survey, 2008). Globally, 66 percent of people believe it is no longer enough for corporations to merely give money away but that they must integrate good causes into their day-to-day business (Edelman Goodpurpose Consumer Study, 2009).

While anyone can donate to the Breast Cancer Fund, corporate partnerships and cause-marketing campaigns are designed specifically to ensure a successful outcome for both the company and charity without compromising federal and state legal requirements governing the conduct of private non-profit agencies.

Below are some guidelines to help you determine if a partnership or cause-marketing program with the Breast Cancer Fund will help meet your business objectives. Please review them carefully before completing the required cause-marketing promotion application.

\*Please note: The Breast Cancer Fund does not currently engage in cause-related marketing proposals involving affiliate-based promotions (e.g. \$1.00 will be donated to the Breast Cancer Fund for every product ***sold through the organization***).

## **Mission Resonance**

The Breast Cancer Fund has the right to refuse any cause-marketing promotion that is not seen as conducive to furthering the organization's mission. Such promotions include, but are not limited to, promotions where the products are controversial in subject matter, illegal, seen as counter-productive to the work and identity of the Breast Cancer Fund, or created, used or fostered with toxic materials or chemicals linked to public health diseases. As a guideline, the Breast Cancer Fund generally has not accepted contributions from companies who manufacture pharmaceuticals, oil, chemicals, tobacco and alcohol.

## **Product Review**

For all proposals involving a product, a sample and spec sheets must be provided to the Breast Cancer Fund for review prior to acceptance of the application. Drawings and/or photos are accepted in cases where the product is still in development. Along with your sample, please forward a company media kit and any other collateral, brochures, reports about your organization or the program/promotion that will assist us in evaluating your proposal.

## **Minimum Donation Requirement for Cause-Marketing Promotions**

While anyone can raise money for the Breast Cancer Fund, for a cause marketing promotion to use the organization's name and/or logo in their marketing materials and receive consideration of promotional

support, a minimum contribution of 15 percent of the purchase price of the product or service or \$2,500, whichever is greater, must be guaranteed.

### **Promotion of relationship through Web site, Strong Voices Newsletter and Email Newsletter**

To create mutually beneficial partnerships, the Breast Cancer Fund has the capability to offer promotional support through various outlets including our Web site (Breast Cancer Fund Store and Corporate Partners page), printed newsletter, social networks, and email correspondence with our supporters.

### **Complying with Better Business Bureau Standard 19: Transparency**

The Better Business Bureau developed "[Standard 19](#)" out of concerns that some cause-related marketing promotions left consumers unclear about the relationship between their activity (purchase, coupon redemption, Web site click, etc.) and a company's donation. The driving principle is that consumers must understand exactly how their purchase is a donation. The Breast Cancer Fund operates under this guideline for charitable giving and requires full disclosure regarding the benefit to the organization when funds are raised through a consumer purchase or promotion (e.g. \$1 from the sale of each item) on all packaging, advertising and promotional materials in clear and unambiguous terms. It is definitely not in compliance to make a vague disclosure indicating the charity will receive "proceeds", "profits" or "net proceeds".

Under Standard 19, at the point of solicitation, such promotions should disclose:

- the actual or anticipated portion of the purchase price that will benefit the charity (e.g. 5 cents will be contributed to abc charity for every xyz company product sold)
  - Amount disclosure may be expressed in monetary amounts or as a percentage of the purchase price.
  - If a number of items are involved (as in a catalog), the disclosure may be expressed as a range.
- the duration of the campaign (e.g. the month of October)
- any maximum or guaranteed minimum contribution amount (e.g. up to a maximum of \$200,000)

*Examples of marketing language include:*

- "\$2 for every box of XYZ organic cereal sold in October, up to a maximum of \$200,000, will benefit the Breast Cancer Fund."
- "Depending upon the specific item purchased, approximately 15 to 50 percent of your purchase price will benefit the Breast Cancer Fund."

Standard 19 also requires disclosure at the point of solicitation such as:

- On any product advertisements
- On the product packaging or hangtag
- On a catalog order form

### **Use of Name and Logo on Promotional Materials**

The Breast Cancer Fund owns the registration for the organization's name and logo. Permission is required for use of any Licensed Marks. Until a Letter of Approval is received from the organization, use of the Breast Cancer Fund's name, logo or any other licensed marks is strictly prohibited. The Breast Cancer Fund must give final approval on any promotional materials that are used with the organization's name and/or logo or that mentions the promotion to benefit the organization.

One of the Breast Cancer Fund’s objectives with all cause-related marketing programs is to ensure that consumers are provided with the mission of the organization and a way to contact the organization for further information. In order to meet this objective, all cause marketing promotion must agree to publish the Breast Cancer Fund’s Web site address ([www.breastcancerfund.org](http://www.breastcancerfund.org)), toll-free number (1-866-346-8223), and mission statement (In response to the public health crisis of breast cancer, the Breast Cancer Fund identifies – and advocates for elimination of – the environmental and other preventable causes of the disease) on all promotional materials where space is available. We suggest our cause-marketing partners also include the message of “breast cancer prevention” on packaging and advertising to ensure that the promotion will raise awareness and educate the public about the environmental causes of the disease.

### **Nonprofit Integrity Act**

Your company may be required to register as a “commercial co-venturer”. In its simplest terms, a commercial co-venture is a relationship where a company promotes a product or service and represents to the public that a specific portion of the proceeds will benefit a cause. If the product or service is being promoted in a state that requires commercial co-venturer registration, the organization conducting the program/promotion must file certain documents with that state’s Attorney General’s office (or other state-designated entity). The specific documents that must be filed will vary from state to state but will generally include a registration statement and a copy of the contract. Although the Breast Cancer Fund cannot give legal advice to organizations that conduct programs/promotions with us, we do advise them to seek legal counsel to ensure that they comply with these registration requirements.

### **Policies Regarding Personal Care Product Companies:**

- Because the Breast Cancer Fund is the founding member of the national Campaign for Safe Cosmetics, any promotions with a personal care product company that is not a Compact Signer with the Campaign will not be accepted. For more information on how to become a compact signer, please visit [www.safecosmetics.org](http://www.safecosmetics.org).
- Even if a company is a compact signer, the Breast Cancer Fund cannot accept direct donations.
- Even if a company is a compact signer, the Breast Cancer Fund cannot accept a cause marketing opportunity. The Breast Cancer Fund can only accept donations in the form of sponsorship to one of our events. As part of the sponsorship, the company must agree to the minimum contribution amount listed in the specific event’s benefits package.
  - Example of marketing language for a compact signer sponsoring a Breast Cancer Fund event: “XYZ Company is a proud sponsor of the Breast Cancer Fund’s Climb Against the Odds.”

### **Policies Regarding Alcohol-related Partnerships:**

- The Breast Cancer Fund does not allow for its logo to be placed on an alcoholic product (even if it is organic).
- The Breast Cancer Fund can accept direct donations from wineries or from a wine-related event as long as it is not directly associated with a cause-marketing promotion, which implies the organization’s endorsement and helps to further sales of that product in the market place.
- Wineries may use promotional language on their Web site to state that they are a proud supporter of the Breast Cancer Fund and include a link to our Web site ([www.breastcancerfund.org](http://www.breastcancerfund.org)) for more information.