



## Harvesters' Cause Marketing Guidelines

### What is Cause Marketing?

Cause marketing, or cause-related marketing, is a potentially profit-making initiative by a for-profit company or brand to raise awareness, money and/or consumer engagements in a social or environmental issue.

Harvesters—The Community Food Network is fortunate to have many cause-marketing partners who have helped to raise both funds and awareness to help fight hunger in our region.

### Cause Marketing Guidelines

All businesses engaging in a Cause Related Marketing Campaign with Harvesters—The Community Food Network (Harvesters) must sign an agreement that clarifies the campaign, goal, and action items. All Cause Related Marketing Campaign partners are expected to generate publicity for the campaign through purchased or in-kind media and any/all social media outlets available to them. General food and fund drives are not considered cause-related marketing campaigns.

Cause marketing activities benefiting Harvesters must meet the following criteria:

- Harvesters will only engage in cause marketing campaigns with businesses or entities that have been in existence for five years or longer.
- Every cause related marketing fundraising activity shall be in compliance with all state and federal laws and regulations.
- A “Cause Marketing Campaign Form” must be submitted to Harvesters to determine if the event or campaign is within Harvesters’ guidelines and feasible within the existing calendar of activities. Please do not take action until approval is received.
- All promotions, subsequent agreements, contracts and necessary permits required by City Ordinance or otherwise will be the responsibility of the group sponsoring the activity.
- A proposed promotion must maintain the independence and integrity of Harvesters. In addition, the promotion must also maintain public good will and trust. Note: Harvesters reserves the right to decline any promotion that is contrary to its mission statement or that is politically oriented.
- The organizer must state the terms of the donation Harvesters can expect (for example, 75 percent of profits, one-time donation of \$1,000, or all proceeds). This information must be made specific in event/campaign promotions.

- Please do not suggest that total event payments by participants qualify as charitable, tax deductible contributions. Tax-deductible contributions for quid pro quo transactions is limited to the amount paid over the value of the good or service received. There must be full financial disclosure of expenses and value of goods received between the organizer and Harvesters' staff to properly determine the amount that is tax deductible to event participants.
- Harvesters does not associate with businesses or individuals known to conduct themselves in a manner incompatible with our mission. In addition, Harvesters will not incur third party expenses or provide any funds for third party event or campaigns.
- Harvesters cannot assume responsibility for online ticket sales through its website unless 100 percent of the ticket sales benefit the food bank. If 100 percent of ticket sales do not benefit the food bank, Harvesters suggests using an online service.
- Harvesters will not assume responsibility for soliciting or collecting sponsorship fees for cause marketing events/promotions run by a third party.
- Harvesters is not responsible for obtaining licenses or attending planning meeting for third party events.
- Harvesters does not rent, sell or share its internal list of donors, volunteers and supporters.
- Harvesters, while it appreciates all offers of support and the opportunity to participate in a variety of cause marketing campaigns, has taken the position that it will refrain from any partnerships related to promoting or encouraging the sale of tobacco or tobacco related products and/or alcohol or alcohol related products. If said company wants to donate proceeds or a portion of proceeds to Harvesters, we ask that our logo, name of other 'marks' not be used. The company may simply refer to proceeds being donated to a 'local food bank.'
- Per IRS guidelines, Harvesters cannot "endorse" the sponsor's brand/product or provide a "call to action" that causes financial benefits to the sponsors.
- Staff and/or volunteer presence at an event is not guaranteed and is determined on a case-by-case basis, which may be related to revenue and/or exposure.
- Harvesters reserves the right to audit the sponsoring organization's books and records related to the event or promotion (especially if event expenses exceed 50 percent).
- Harvesters' Communications Department must approve in writing all publicity and/or promotional materials containing Harvesters' name and/or logo before publicity and/or promotional materials are released to the public. Publicity and/or promotional materials may only state "for the benefit of Harvesters—The Community Food Network " or "benefitting Harvesters".
- The organizer assumes all risk for the event's/promotion's expenses and liabilities, including obtaining insurance coverage, if necessary.

- Harvesters is not financially or otherwise liable for the promotion and/or staging of a cause marketing campaign event.
- All cause marketing campaign events should be accessible to people with disabilities.

## What Harvesters Provides

To support your efforts while balancing our own limited staff resources, Harvesters is able to provide varying levels of assistance based on the level of campaign benefit:

Donation Amount	Logo Usage	Website Calendar Listing	Personal Fundraising Page	Inclusion in Social Media	Joint News Release	Harvesters Staff at Event	Recognition in E-blast
\$0-\$999	Yes	Yes					
\$1,000-\$4,999	Yes	Yes	Yes				
\$5,000-\$9,999	Yes	Yes	Yes	Yes			
\$10,000+	Yes	Yes	Yes	Yes	Yes	Yes	Yes

### Donation of Less than \$1,000

- Use of Harvesters logo (all uses of the name or logo must be approved prior to printing or public use)
- Listing/link on Harvesters' website calendar of events

### Donation of \$1,000 - \$4,999

- Use of Harvesters logo (all uses of the name or logo must be approved prior to printing or public use)
- Online virtual fund drive (VFD) set up by Harvesters and URL provided
- Listing/link on Harvesters' website calendar of events

### Donation of \$5,000 - \$9,999

- Use of Harvesters logo (all uses of the name or logo must be approved prior to printing or public use)
- Online virtual fund drive (VFD) set up by Harvesters and URL provided
- Social media posts by Harvesters (number and frequency determined by the timing of the campaign)
- Listing/link on Harvesters' website calendar of events

### Donation of more than \$10,000

- Use of Harvesters logo (all uses of the name or logo must be approved prior to printing or public use)
- Online virtual fund drive (VFD) set up by Harvesters and URL provided
- Social media posts by Harvesters (number and frequency determined by the timing of the campaign)
- Listing/link on Harvesters' website calendar of events
- Support with joint news release providing that the promotion falls within a mutually agreeable media window
- Recognition and/or promotion in a Harvesters monthly e-blast to supporters.

## **Use of Harvesters' Name and Logo**

All rights, title and interest in its marks shall at all times remain with Harvesters—The Community Food Network. Harvesters reserves the right to approve, in advance, the use of any artwork associated with the promotion. All media and marketing materials must be approved by Harvesters.

## **Donor Privacy**

Harvesters—The Community Food Network respects the privacy of its donors. For all cause-marketing programs, we cannot share our mailing list or send mail to constituents on behalf of third parties. We encourage other means of promotion with appropriate use of Harvesters' name and logo according to the levels above.

## **Approval Process**

- Business submits event/promotion application form (found online at [www.harvesters.org/causemarketing](http://www.harvesters.org/causemarketing))
- Harvesters reviews form.
- Harvesters contacts business to confirm details.
- Upon approval, Harvesters sends business cause marketing agreement
- Business returns a signed copy of cause marketing agreement.
- Business submits promotional material to Harvesters for copy review and approval.
- Harvesters issues written approval to proceed with campaign elements.
- Harvesters must receive any proceeds from event/promotion within 60 days of end of cause marketing campaign.

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