



Cause Marketing (Promotion) and Third Party Guidelines

Thank you for your interest in supporting The Greater Boston Food Bank (GBFB)! It is because of philanthropic efforts like yours that we are able to provide food to our neighbors in need.

Cause marketing, or cause-related marketing refers to a type of marketing involving the cooperative efforts of a "for profit" business and a non-profit organization for mutual benefit. Third party events/programs are implemented by outside organizations to benefit GBFB.

We frequently receive requests for partnership opportunities and we have drafted these guidelines to inform and protect ourselves as well as the businesses we partner with.

Approval Process

1. Complete and submit the Cause Marketing and Third Party Event questionnaire. We recommend that you submit a request at least 30 days prior to campaign/event start date.
2. A GBFB staff member will respond to your inquiry within three business days of receipt of questionnaire.
3. Once campaign details have been established, GBFB will generate an agreement.
4. Upon receipt of signed agreement, GBFB will provide business/organization with logo for usage on promotional material. GBFB cannot provide our logo or brand graphics for use until an agreement has been fully executed.
 - Advanced approval of marketing collateral, press releases, and publicity released to the media is **required**.
 - All advertising, promotional, and other campaign/event specific materials should state that it will benefit The Greater Boston Food Bank and should not imply that GBFB is an event sponsor or is endorsing the product.
 - If only a portion of the proceeds will benefit GBFB, the campaign or sponsoring organization must clearly disclose to participants the portion of the proceeds that will benefit GBFB.
5. Upon conclusion of the event or closure of the campaign, proceeds must be forwarded to The Greater Boston Food Bank within 45 days of the end of the campaign.

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Campaign and Event Support

We welcome cause campaigns and events of all scales, but must balance staff resources and internal priorities while supporting your efforts. GBFB is able to provide varying levels of assistance based on the level of campaign benefit.

Donations of Less Than \$1,000

- Use of GBFB's logo
- Campaign/Event social media support (max 2 posts)
- Business/Organization name and/or logo listing on our cause marketing and third party events promotions page

Donations of \$5,000-\$10,000

- Use of GBFB's logo
- Campaign/Event social media support (max 2 posts)
- Business/Organization name and/or logo listing on our cause marketing and third party events promotions page
- Additional social media posts (number and frequency to be determined by campaign/event timing)
- Customized donation page (if applicable)

Donations of \$10,000 and Above

- Use of GBFB's logo
- Campaign/Event social media support (max 2 posts)
- Business/Organization name and/or logo listing on our cause marketing and third party events web page on GBFB.org with link to your website.
- Additional social media posts (number and frequency to be determined by campaign/event timing)
- Customized donation page (if applicable)
- GBFB.org home page carousel image linked to cause marketing and third party events web page on GBFB.org
- Co-branded press release (if applicable; release initiated by partner)
- Staff/volunteer presence at an event (if applicable)

Donor Privacy

The Greater Boston Food Bank respects the privacy of its donors. We cannot share our mailing list or send mail to constituents on behalf of third parties.

Additional Information

The Greater Boston Food Bank will not supply any funding to finance a third party event/program and will not be responsible for any debts incurred.

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