



## 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 is an effective tool to generate much needed philanthropic funding through a corporation's marketing channels and efforts. It refers to a collaborative effort between a corporate partner and a charity whereby the partner typically achieves a marketing objective, while the charitable partner benefits from an untapped revenue stream. These mutually beneficial programs are implemented and paid for by the corporate partner with the charity partnering on recognition and promotion as appropriate with available resources. Third party events/programs are implemented by outside organizations to benefit GBFB.

The following guidelines have been developed to inform and protect all parties engaged in a GBFB partnership.

### 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.
  - It is the duty of the corporate partner to comply with any and all guidelines outlined by the Massachusetts Attorney General's Charities Division.
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**

GBFB welcomes cause campaigns and events of a variety of scales, and 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. These specifics must be discussed with a GBFB relationship manager following completion of the Cause Marketing and Third Party Event questionnaire.

### **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.

### **Program Finances**

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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