

CAUSE MARKETING GUIDELINES AND FAQ'S

What is Feeding Westchester's Criteria for Support?

The amount of resources committed by Feeding Westchester will be assessed on a case-by-case basis. Regardless of what your expected financial contribution is, we would love to hear from you. Outreach is a powerful tool for us as well, and we appreciate any opportunities to be able to reach new audiences. We will do our best to promote all that we can, pending our previous commitments, regardless of what the expected contribution is. As a general rule, any organizations proposing a promotion for Feeding Westchester should:

- Adhere to FEEDING WESTCHESTER branding identity and standards.
- Have a positive impact on FEEDING WESTCHESTER's reputation
- Obtain approval from FEEDING WESTCHESTER in advance for all relevant promotions

Please note that FEEDING WESTCHESTER will not enter into any relationship that constitutes a conflict of interest, nor will we provide any up-front funding to support your cause marketing efforts. We will refrain from any partnerships related to promoting the sale of firearms, tobacco or tobacco-related products, and alcohol or alcohol-related products.

What Does Feeding Westchester Expect of Me?

In order to effectively manage our resources, it is important that we understand all activities undertaken for our benefit. For that reason, we request the following of any organization wishing to partner with us:

- The organization must submit Feeding Westchester's Cause Marketing Agreement at least 15 days prior to the commencement of the event/promotion.
- There shall be no promotional efforts made using our name prior to the AGREEMENT being signed by all parties.
- All related promotional materials must be submitted to FEEDING WESTCHESTER for approval prior to distribution.
- All publicity released to the media referencing FEEDING WESTCHESTER's involvement requires advanced approval from FEEDING WESTCHESTER.

*Please note: FEEDING WESTCHESTER assumes no responsibility in promoting your event or promotion.

Can I use your logo and/or promotional language?

All logo usage must adhere to FEEDING WESTCHESTER branding identity and standards, and materials utilizing Feeding Westchester's logo must be approved before distribution to the general public. We are happy to provide promotional language and/or quotes from FEEDING WESTCHESTER representatives upon request. Please send all logo and promotional language requests to JAromin@feedingwestchester.org.

What is the Minimum Donation Amount?

There is no minimum donation required. Feeding Westchester wants to be involved in the community in diverse ways. Requests are handled on a case-by-case basis, so we encourage you to contact us.

Will Feeding Westchester Publicize my Event or Promotion?

- Feeding Westchester refrains from endorsing any product or service.
- We respect our donors' privacy and will not share/sell our mailing lists nor reach out to them on the behalf of third parties.
- Media: in most cases the sponsor will handle all event publicity. Requests for FEEDING WESTCHESTER assistance will be handled on a case-by case basis. FEEDING WESTCHESTER will be happy to provide a quote from a senior staff member for your press release if given advance notice. Please send requests to JAromin@feedingwestchester.org
- Social Media: FEEDING WESTCHESTER does not guarantee a presence on our social media websites except for donors who are within certain pre-determined giving levels. However, depending on the timing of your promotion and availability of our social media resources, FEEDING WESTCHESTER may provide social media exposure for your promotion. This will be handled on a case-by-case basis. If you would like further information regarding the benefits that are available for different giving levels, please contact JAromin@feedingwestchester.org.
- Website: Due to a lack of bandwidth on our website, we are unable to include your promotion and/or logo on our website, except for those donors falling within pre-determined giving levels. If you would like further information regarding the benefits that are available for different giving levels, please contact ncrawford@feedingwestchester.org.

Who Can I Contact With Further Questions?

If you have any questions about our Cause Marketing Program please contact:

Nicoal Crawford
Manager of Special Events
T: 914.418.5204
ncrawford@feedingwestchester.org