



Feeding Westchester Cause Marketing Campaign Guidelines

Thank you for choosing **Feeding Westchester** as a beneficiary of your Cause Marketing Campaign.

Feeding Westchester defines a “Cause Marketing Campaign” as a joint funding and promotional strategy in which a company’s sales are linked (and a percentage of the sales revenue is donated) to **Feeding Westchester**. A Cause Marketing Campaign Form must be submitted for us to determine if the campaign is within **Feeding Westchester**’s guidelines and feasible within the existing calendar of activities. Please do not take action until you receive approval.

- The sponsoring organization is responsible for all sales, marketing, promotion, and planning of the campaign.
- As a nonprofit we cannot incur cause marketing expenses or provide any funds for cause related marketing campaigns. **Feeding Westchester** will NOT be responsible for any debts incurred.
- **Feeding Westchester** reserves the right to deny any application for an event/promotion that does not complement the mission of, or project a positive image of **Feeding Westchester**.
- For all cause-marketing campaigns, we cannot share or sell our mailing list or send mail/email to constituents on behalf of third parties (including product sales, ticket sales, etc.). We encourage other means of promotion with appropriate use of **Feeding Westchester** name/logo.
- The campaign needs to be promoted and conducted in a manner to avoid the statement or appearance of **Feeding Westchester** endorsing any product, firm, organization, individual or services.
- Campaign advertising, promotion and associated materials should state that the proceeds of the campaign will benefit **Feeding Westchester** but should not imply or state that **Feeding Westchester** is the host. The Sponsor of the campaign should be clearly identified: i.e. The Rotary Club, Jane’s Yoga, The Smith Family, is hosting X event, or offering t-shirts “with proceeds benefiting **Feeding Westchester**.”
- The Organizer must state the terms of the donation we can expect (for example, 75% of profits, one-time donation of \$1,000, or all proceeds). Please make this information specific in campaign promotions.
- The Organizer must inform us in advance about any businesses to be contacted for sponsorship to avoid duplication with our efforts; please wait to receive permission before you begin to solicit.
- We reserve the right to decline any underwriting and/or sponsorship when we believe that such an association may have a negative effect on our credibility or the request may have a negative impact on our yearly funding requests.
- We reserve the right to participate in similar promotions and other “Cause Marketing Campaigns.”

- Campaign advertising, promotion, press releases and associated materials must be reviewed by **Feeding Westchester** prior to distribution. Use of **Feeding Westchester** trademarks, logo and name is limited to the campaign specified and subject to our prior written approval. We reserve the right to deny use of our trademarks, logo and/or name.
- If you collect checks payable to **Feeding Westchester**, please send the unendorsed checks along with the net proceeds of the campaign.

At the completion of the event/promotion, all checks should be made payable to **Feeding Westchester** and mailed to:

Feeding Westchester

Attn: Development/Cause Mktg
200 Clearbrook Road
Elmsford, NY 10523

****Note:** please include the name your event/promotion in the memo or in an accompanying letter and also state the contact name and address as to where we should send an acknowledgment letter to.**

If you have any questions, please direct them to ncrawford@feedingwestchester.org.