

Cause Marketing Guidelines

Participating in a cause marketing campaign with the Maryland Food Bank is a great way for businesses to help feed food-insecure Marylanders while increasing sales, visibility and customer loyalty.

Cause marketing (or cause-related marketing) is an agreed-upon relationship between a company and a nonprofit organization that fundraises for the nonprofit while promoting a product, service or event from that company.

Please take a moment to review our cause marketing guidelines to determine if participating in a campaign with the Maryland Food Bank will help you meet your philanthropic and business objectives.

1. The company and the campaign must align with the Maryland Food Bank's mission and reflect positively on the organization.
2. All businesses engaging in a cause marketing campaign must sign a *Cause Marketing Agreement* provided by MFB that clarifies the campaign details, its goals and action items.
3. Upon receipt of the signed *Cause Marketing Agreement*, the Maryland Food Bank will authorize the company to use its logo and/or name. The logo and food bank name shall not be altered when included in print and digital media. All promotional material must be submitted to the Maryland Food Bank for approval prior to promotion of the event/campaign.
4. All cause marketing relationships must meet the Better Business Bureau's (BBB) Wise Giving Alliance's Standards and be in compliance with the law. Specifically, BBB Standard 19* requires that all advertisements, displays and promotional materials related to a cause marketing relationship clearly disclose in clear and unambiguous terms how the non-profit benefits from the sale of product, event or services. Such promotions, advertisements and displays should disclose:
 - (1) the actual or anticipated portion of the purchase price that will benefit the charity
 - (2) the duration of the campaign
 - (3) any maximum or guaranteed minimum contribution amount.

Disclosures stating only that the non-profit will receive "proceeds," "profits," "net proceeds" or some other general financial benefit as a result of sales will not meet this standard.

5. To ensure that all cause marketing promotions benefitting MFB are consistent with best practices, MFB recommends a guaranteed financial contribution of a minimum of \$5,000 at the end of the campaign.
6. In connection with all cause marketing promotions benefitting MFB, we require companies to help raise awareness and educate the public about our mission. We ask all companies to publish MFB's website (mdfoodbank.org) on promotions, events, marketing packaging and related advertising materials.
7. The Maryland Food Bank assumes no responsibility or liability for cause marketing promotions or events run by third parties. This includes but is not limited to the following: fulfilling sponsorship requests, refunds due to cancellations, paying or providing invoices, and/or providing special event or liquor licenses.
8. The Maryland Food Bank cannot assume responsibility for online ticket sales through its website. We suggest cause marketing partners use an online ticketing platform.
9. The Maryland Food Bank will not assume responsibility for any costs related to the company retaining a third party to solicit or collect sponsorship fees for cause marketing events/promotions.
10. The Maryland Food Bank is not responsible for obtaining licenses or attending planning meetings for third party events.
11. The Maryland Food Bank does not rent, sell or share its internal list of donors, sponsors, volunteers, board of directors or staff.
12. The Maryland Food Bank cannot "endorse" the sponsor's brand/product or event or provide a call to action that causes financial benefits to the sponsors.
13. 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.
14. All donations must be submitted to MFB within eight weeks of the completion of the promotion.