

# Index

## • *Symbols and Numerics* •

# (pound sign), 158

## • *A* •

Absolut (vodka producer), 283

A.C. Moore (retailer), 74–75, 284–285

accountability

common marketing mistakes, 265

location-based marketing, 195

purchase-triggered donation programs,  
146

rules for cause marketing, 257–258

acknowledging disappointment, 218

acronym, Twitter, 160

*Act for Autism* campaign, 74, 284–285

action-triggered program

defined, 12–13, 137

examples of, 28–29, 138, 139

location-based services, 192–196

active cause marketing

defined, 10–11, 119

examples of, 119–120

*Ad Age* (newsletter), 247–248

*Adopt an Acre* campaign, 28

advertising

affiliate programs, 224

versus cause marketing, 105

prospect management strategy, 58

text-to-give program, 227–228

unhappy partners, 219

Advil (medication), 14

affiliate cause marketing, 224–226

agenda, meeting, 94, 98

American Eagle (retailer), 194–195

American Express (credit card company),  
10, 243

American Heart Association (nonprofit  
organization), 31, 76

American Red Cross (nonprofit  
organization), 193, 227

Analytics Pro (smartphone app), 167

Andelman, Dave (founder, *Phantom  
Gourmet*), 226

Anderson, Katya (*Robin Hood Marketing:  
Stealing Corporate Savvy to Sell Just  
Causes*), 242

animal safety, 31

animal shelter, 14

annual conference, 34, 233–234

anxiety, 296–297

app store, 29, 30

appeal, emotional

decision makers, approaching, 102

people as numbers, 118

pinup messages, 117

tips for success, 294–295

Apple (technology company), 43

appointment tracking, 167

argument, logical

versus emotional appeal, 294–295

types of decision makers, 100–101

arrogance, 68

Arthritis Foundation (nonprofit  
organization), 14

asset

affiliate cause marketing, 226

defined, 71

events as, 71–72

selection of cause partner, 56

steps for leveraging, 70–71

success, building on, 72

auction, online, 16–17

Audi (automobile manufacturer), 268

authenticity, 145

Autism Speaks (nonprofit organization),  
47–48, 247

automobile market, 197

autoposting feature, 166

awareness, public  
 cause marketing benefits, 19, 66  
 cause marketing position, 88  
 celebrity involvement, 222  
 location-based services, 196  
 text-to-give program, 227–228  
 Aweber (e-mail marketing service), 86

## • B •

badge, 188, 193  
 Bank Atlantic (financial services company), 157  
 barcode  
 employee incentives, 77  
 examples of, 204–205  
 illustrated, 30, 135  
 Quick Response codes, 30  
 selection, 134  
 Barkley Public Relations, 88, 243  
 Barksdale, Jim (Netscape founder), 81  
 Ben & Jerry's (ice cream manufacturer), 42  
 Best Buddies (nonprofit organization), 268  
*Beth's Blog* (blog), 242  
 Better Business Bureau (business organization), 54  
 Bieber, Justin (celebrity), 17  
 Big Brother Big Sister (nonprofit organization), 194–195  
 Big Hearts Little Hands (nonprofit organization), 196, 262  
 Bing (search engine), 92  
 blog  
 advantages of, 91–92  
 content selection, 169–173  
 defined, 91, 162  
 e-mail newsletter, 172–173  
 example of, 162–163  
 meeting reminders, 91  
 must-read resources, 234–239  
 platform selection, 163–173  
 search engine optimization, 165, 276  
 theme, 168  
 BMW (automobile manufacturer), 244  
 body language, 297  
 Bono (celebrity), 49, 105, 106, 222  
 bonus drawing, 128  
*The Book of Spells* approach, 101–102  
 boss  
 buy-in to cause marketing, 32–33  
 education of, 94  
 meeting preparations, 93–94  
 point-of-sale cause marketing, 126–127  
 return on investment, 212  
 Boston Athletic Association (nonprofit association), 22  
 Boston Bruins Foundation (nonprofit association), 181, 224–225  
 Boston Marathon (event), 22–23, 139  
 Brabeck-Letmathe, Peter (chairman, Nestle SA), 23  
 Brady, Tom (professional athlete), 268  
 brand  
 cause marketing benefits, 20–21  
 creation of, 46  
 defined, 45  
 examples of, 45, 50  
 importance of, 45–46, 50  
 licensing, 14  
 message creation, 43  
 shortcomings of cause marketing, 67  
 slickness of brands, 47–49  
*Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results* (Daw and Cone), 45, 242  
 Breast Cancer Awareness Month, 40  
 Breast Cancer Research Foundation (nonprofit organization), 138  
 Brighter World Cause Marketing (cause marketing agency), 242  
 Brooks, Jeff (*Future Fundraising Now*), 46  
 Brown, Peter (advertising executive), 69–70  
 browser, Internet, 166  
*Buckets for the Cure* campaign, 47–48, 141–142, 255  
 budget, 271–280  
 Burlington Coat Factory (retailer), 70, 141  
 burnout, employee, 131–133  
 Burt's Bees (cosmetic manufacturer), 175

- business  
 cards, 167  
 cause marketing benefits, 20–21  
 misconceptions of cause marketing, 22  
 buy-in, from boss, 32–33
- C ●
- calendar app, 166  
 camera  
 blogs, 170  
 smartphone apps, 166  
 campaign launch  
 balanced approach to campaign, 49  
 branding, 45–49  
 cause marketing tactic selection, 25–31  
 common mistakes, 269  
 meetings with store managers, 126  
 message crafting, 39–44  
 national versus local partner, 61  
 prelaunch tasks, 32–39  
 unsuccessful, 65–66  
 Campbell's Soups (food manufacturer), 54  
 cancer charity, 40, 42, 161  
 Carlson, Maureen (cause marketer), 242  
 case study, 34  
 cash, 216  
 cashier. *See* point-of-sale cause marketing  
 cause marketer recruitment, 34–37  
 cause marketing  
 basic rules of, 253–261  
 benefits of, 19–21  
 campaign approach, 25–26  
 common mistakes, 263–269  
 defined, 9–10  
 education in, 35  
 forms of, 10–17  
 growth in, 1  
 misperceptions of, 21–23  
 origin of, 9–10  
 overreliance on, 268–269  
 promotion versus program, 68  
 rationale for, 17–18  
 tips for success, 32
- Cause Marketing Forum (website)  
 awards, 34–35, 233  
 blog, 234–235  
 case studies, 34  
 described, 232–234  
 low-budget ideas, 280  
 purchase-triggered donation programs,  
 145–146  
*Causeaholic* (blog), 240  
*CauseMarketing.biz* (blog), 236–237  
 celebrity involvement. *See also specific celebrities*  
 celebrity search, 223–224  
 decision makers, 103–104  
 impact of, 222  
 successful campaigns, 283  
 certified product, 31  
 Chamber of Commerce (business organization), 54, 84  
 Chansky, Ed (attorney), 145–146  
 charitable gift. *See* donation  
 check-in. *See* location-based marketing  
*Check-in for Charity* campaign, 284  
 checkout counter. *See* point-of-sale cause marketing  
 CheckPoints (location-based service), 196  
 Cheerios (cereal), 31  
 Children's Hospital Boston, 35  
 Children's Miracle Network (nonprofit organization), 26, 138  
 Children's National Medical Center, 228, 229  
 children's television programming, 82  
 Chili's Grill & Bar (restaurant), 11, 63, 119–120  
 The Christmas Spirit Foundation (nonprofit organization), 285–286  
*The Chronicle of Philanthropy* (news publication), 248–249  
 circle strategy  
 described, 52–60  
 online contests, 184  
 return on investment, 214–215  
 targeted prospects, 65

- City Harvest (nonprofit organization), 204
- classified ad, 36
- clipping coupons, 124–125
- Clorox (detergent manufacturer), 71
- closing deals, 99, 104–112
- clothing business, 49
- coin canister, 216–218, 279–280
- college internship, 36
- commitment, to cause marketing
  - corporate social responsibility, 254
  - employee motivation, 73
  - importance of, 67
  - unhappy partners, 218
- communication
  - celebrity involvement, 223–224
  - common mistakes, 107
  - connection with prospect, 81–82
  - Facebook pages, 174
  - first interaction with prospect, 82–84
  - gatekeepers, 89
  - meetings with prospects, 93–98, 291–297
  - national versus local partner, 60
  - opening offer, 84–86
  - proposals, 111–112
  - reminders to prospects, 90–92
  - tweets, 174
  - unhappy partners, 219–221
  - win-win position, 87–88
- CompaniesandCauses* (blog), 234–235
- company-owned store, 63
- competition
  - cause marketing position, 87
  - common mistakes, 264–265
  - employee motivation, 74
  - examples of, 261
  - online contests, 181–185
- concert, 228
- Cone, Carol (*Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results*), 45, 242
- Cone Cause Evolution Study, 18, 20, 87
- Cone LLC (cause branding firm)
  - Twitter page, 242
  - What Do You Stand For?*, 237–238
- conference, annual, 34, 233–234
- Conservation International (nonprofit organization), 245
- Constant Contact (e-mail marketing service), 86, 167, 173
- constituency, 38
- consumer. *See* customer
- copyright, 172
- corporate cause sponsorship, 17
- corporate partner
  - benefits of cause marketing, 66
  - connection with, 81–82, 176
  - defined, 51–52
  - employee incentives, 128
  - expectations of, 266–267
  - former partners, 57
  - importance of, 41, 51
  - meeting reminders, 90–92
  - message creation, 41
  - recruitment of, 37
  - return on investment, 211–221
  - satisfaction of, 218–221
  - search for nonprofit partner, 56
  - tips for success, 68
- corporate partnership search
  - assets, leveraging, 72
  - benefits and limitations of cause marketing, 66–67
  - common mistakes, 263
  - deal, closing the, 105–112
  - location-based marketing event, 195, 200
  - national versus local companies, 60–65
  - prospect management strategy, 52–60
  - screening tips, 107, 255–256
  - touchpoints, 108
- corporate philanthropy, 23–24
- corporate social responsibility (CSR), 254
- counter clutter, 216
- counter sales. *See* point-of-sale cause marketing
- coupon
  - group-buying sites, 152–156
  - pinups, 124–126
  - return on investment, 210–211
- crafting event, 74, 284–285

- Create-A-Pepper to Fight Childhood Cancer*  
campaign, 11, 119–120
- creative thinking  
brand creation, 48  
decision makers, approaching, 101  
low-budget ideas, 271–280  
online contests, 184  
return on investment, 212–214  
selection of cause partner, 56
- credibility  
blogs, 91  
common mistakes, 265–266  
decision makers, 100  
Komen for the Cure programs, 245  
rules of cause marketing, 259  
unsuccessful campaigns, 141–142
- credit card  
employee incentives, 129  
passive cause marketing, 11  
point-of-sale cause marketing, 26, 27
- CRM software. *See* customer relationship management software
- cross-promotional partner, 124
- crowdsourced post, 275
- CSR (corporate social responsibility), 254
- culture, workplace, 35–37
- Cups of Hope* campaign, 145, 146
- customer  
blogs, 169  
cause marketing position, 83  
database, 154, 156  
knowledge of, 110  
loyalty, 220  
tips for increased sales, 110
- customer relationship management (CRM)  
software  
described, 58  
free/affordable software, 59  
guidelines for use, 59–60
- customer survey, 71
- Cybox (exercise equipment manufacturer), 138
- CYCLE Kids (nonprofit organization), 28–29
- D •
- Dan Marino Foundation (nonprofit organization), 161, 162
- Dana-Farber Cancer Institute (nonprofit organization), 35, 43
- D’Angelo (restaurant), 125
- Darrow, Clarence (trial lawyer), 84
- dashboard, 60
- database  
celebrity involvement, 223  
group-buying sites, 154, 156
- Daw, Jocelyne (*Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results*), 45, 242
- Dawn dishwashing liquid, 31
- Deals for Deeds (group-buying site), 154, 155
- decision making  
deal, closing the, 104–112  
gatekeepers, 89  
initial contact with prospect, 84  
national corporate partner, 60  
types of decision makers, 99–104  
deferrer, 103–104
- demographics  
cause marketing position, 88  
location-based marketing, 197, 198  
passive cause marketing, 122  
prospect management, 55  
slick brands, 47
- design  
blogs, 168  
pinups, 134
- dialer, 83
- Dickies (clothing manufacturer), 28, 288–289
- digital program  
defined, 16–17  
impact of, 29–31
- Dine Out No Kid Hungry* campaign, 244, 286–287
- direct mail, 184

- direct message, 160
  - Direct Relief International (nonprofit organization), 50
  - disappointment, 218
  - discounted offer
    - check-ins, 188, 189
    - group-buying sites, 152–156
  - distribution warehouse, 135, 136
  - domestic violence awareness, 41, 42
  - donation
    - active versus passive cause marketing, 119–122
    - employee incentives, 77
    - incentive prizes, 128
    - limits, setting, 118–119, 257
    - location-based services, 192–196
    - message creation, 40, 41
    - unhappy partners, 219
  - donation-triggered program, 141
  - DonorsChoose (nonprofit organization), 152, 153, 228
  - Doug Flutie, Jr. Foundation for Autism (nonprofit organization), 40–41
  - Downtown Crossing Association (nonprofit organization), 274
  - Drake, Steve (cause marketer), 240
  - drop shipping
    - local versus national partner, 64
    - point-of-sale programs, 135
  - Dropbox (smartphone app), 167
  - duChemin, David (photographer), 169
- **E** •
- earthquake, 50, 227
  - Ease-of-Use Commendation, 14
  - Easter Seals (nonprofit organization), 74–75, 284
  - editing program, 171
  - education
    - of boss, 94
    - cause marketer recruitment, 34, 35
    - cause marketing considerations, 68
    - prospect management, 57
    - resources for, 233
    - return on investment, 211–212
    - of store managers, 126
  - Ellie Fund (nonprofit organization), 154–155
  - e-mail
    - blogs, 166, 172–173
    - common mistakes, 107
    - first interaction with prospect, 82–84
    - meeting reminders, 90
    - online contests, 183
    - smartphone apps, 167
  - embedded video, 170
  - emotional appeal
    - decision makers, approaching, 102
    - people as numbers, 118
    - pinup messages, 117
    - tips for success, 294–295
  - employee
    - back-office workers, 133
    - burnout, 131–133
    - cause marketer recruitment, 34–37
    - enthusiasm, 131, 132, 184
    - gatekeepers, 89
    - importance of, 73
    - incentives, 76–77, 127–130
    - job search tips, 36
    - job training, 75–76
    - motivation, 73–75
    - retention, 21
    - workloads, 33–34
  - employee engagement
    - defined, 15–16, 31
    - return on investment, 210
  - employee incentive
    - described, 76–77, 267–268
    - employee motivation, 74
    - example of, 129
    - pinups, 127–130
    - prize selection, 128–129
  - enthusiasm, employee, 131
  - entrepreneurial spirit, 35–37
  - ethical practices
    - cause marketing considerations, 68
    - common mistakes, 265
    - corporate partner selection, 54, 55
    - purchase-triggered programs, 145
    - rules of cause marketing, 256–258

- Ethos Water (bottled water), 245
- event, fundraising
- as asset, 71–72
  - connection with prospects, 82
  - employee motivation, 74
  - importance of, 38
  - invitations for prospects, 85–86
  - location-based marketing, 192–196
  - low-budget ideas, 272–274, 277–278
  - return on investment, 211
  - successful campaigns, 284–285
- Evernote (smartphone app), 167
- eye contact, 297
- **F** ●
- Facebook (social media site)
- described, 173–175
  - impact of, 29
  - Like donations, 17, 156–158, 246
  - location-based marketing, 189–190, 191
  - must-read pages, 249
  - popularity of, 174
  - purpose of, 92
  - search engine optimization, 276
  - smartphone apps, 166
- failure, 267
- Falvey, Jack (cause marketer), 109, 111
- Famous Last Words (message technique), 42–43, 292–293
- fan page, 174
- Farmville (online game), 50
- fashion business, 49
- fast-food chain, 50
- fast-lube business, 75, 132–133
- favorability, 87, 264
- fear appeal, 102–103
- FedEx (shipping company), 157, 158, 285–286
- feeler, 101–103
- Finagle-A-Bagel (food manufacturer)
- coin canisters, 216–218
  - employee incentives, 127
  - location-based marketing, 200, 201
  - prospect management, 53
- fring cause marketers, 34
- 501 Connect* (blog), 240
- flash drive app, 167
- Flickr (website), 172
- Flip video camera, 170
- Flutie Flakes (cereal), 40–41
- Food Bank For New York City (nonprofit organization), 157, 158
- foot traffic
- coin canisters, 216
  - employee motivation, 75
  - employee training, 75
  - national versus local partner, 61, 64
  - targeted prospects, 65
- ForMomentum* (blog), 238–239
- Foursquare (smartphone app)
- described, 167
  - location-based marketing, 188–189, 196
  - sample campaigns, 199, 202
  - successful campaigns, 284
  - tips for getting started, 200, 201
- franchise
- corporate partner selection, 63–64
  - employee training, 75–76
- free product, 104–107
- frustration, 218
- fulfillment, 135, 136
- fundraising goal. *See also* revenue
- benefits of pinups, 116
  - cause marketing position, 88
  - deal, closing the, 109–111
  - employee incentives, 76–77
  - group-buying sites, 156
  - hashtag fundraising, 161
  - limits, setting, 118–119, 257
  - location-based marketing, 203
  - purchased-triggered programs, 142–145
  - return on investment, 210, 212
  - sponsorship versus cause marketing, 95
- fundraising strategies. *See also specific strategies*
- benefits of cause marketing, 66
  - realistic goals, 66, 68
  - types of, 39
- Future Fundraising Now* (Brooks), 46
- The Future of Nonprofits* (Neff), 171

## • G •

Gap (retailer), 106  
 Garanimal cause marketing, 54–55  
 gatekeeper, 89  
 gay rights, 42  
 General Mills (food manufacturer), 31  
 Gerber (baby food company), 17  
 gesture, 297  
 gift card, 128  
 Gillette disposable razor, 105  
 Girl Scouts (nonprofit organization), 248  
 Gist (CRM tool), 59  
 Global Fund (nonprofit organization), 12, 46  
 Global Giving (nonprofit organization), 153  
 Glynn Hospitality Group (restaurant/bar company), 141  
*Go Red for Women* campaign, 76  
 Godin, Seth (*The Purple Cow*), 118  
*Gold Heart Pin* campaign, 281–282  
 GoodTwo (group-buying site), 154–156  
 Goodwin, Charles (business owner), 289  
 Google (website)  
   meeting reminders, 92  
   QR creator, 205  
   versus Quora, 179  
   search engine optimization, 275  
   smartphone apps, 167  
 Gowalla (location-based services app), 192  
 grant writer, 34  
 grassroots campaign, 183  
 Green Works Natural Cleaners (cleaning product), 71  
 Griffiths, Grant (co-founder, Headway), 169  
 group buying  
   defined, 152  
   examples of, 152–153  
   site selection, 153–156  
 Groupon (website), 152–154  
 Grow Clinic (nonprofit organization), 212

## • H •

Haiti earthquake, 227  
 Halloween Town (event), 38, 213  
 halo, 44  
 Halo Award, 34, 35, 233  
 handle, Twitter, 177, 239–243  
 HandsOn Network (nonprofit organization), 245, 246  
 hashtag, 158–161, 202  
 Haydon, John (social media advisor), 175, 240  
 Headway Themes (theme directory), 168, 169  
 Heart Check icon (certified product), 31  
 heart symbol, 160  
 Helen Woodward Animal Shelter (nonprofit organization), 14  
 helping others  
   deal, closing the, 108  
   prospect management strategy, 57  
 Henderson, Scott (cause marketer), 241  
 Hessekiel, David (founder, Cause Marketing Forum), 232  
 Hewson, Ali (cause marketer), 49  
 Hill County Conservancy (nonprofit organization), 194  
 hiring cause marketers, 34–37  
 HIV/AIDS (illness), 106  
 The Home Depot (retailer), 15, 31  
 HomeInHaiti.org (website), 16–17  
 Hoshino, Noland (cause marketer), 240  
*Hubby Hubby* campaign, 42  
*Huffington Post* (online news site), 249  
*HuffPost Impact* (news publication), 249–250  
 humanity, 117–118

## • I •

*“I am here”* campaign, 227–228, 229  
 Iams (pet food company), 14

icons, explained, 5  
 IEG (sponsorship authority), 243  
 IHOP (restaurant), 138  
 iMovie (software), 171  
 incentive, employee  
   described, 76–77, 267–268  
   employee motivation, 74  
   example of, 129  
   pinups, 127–130  
   prize selection, 128–129  
 incentive, partner, 85  
 Incouraged (blog), 240  
 inflection, 297  
 in-store event, 74  
 The International Bird Rescue Research  
   Center (nonprofit organization), 31  
 Internet browser, 166  
 internship, 36  
 iParty (retailer)  
   employee enthusiasm, 131  
   employee motivation, 73–74  
   prospect management, 53  
   purchase-triggered donations, 141  
   return on investment, 213–214  
   success building tips, 72  
 iPhone (smartphone)  
   blogs, 166  
   impact of, 29, 30  
   key apps, 166–167, 178, 188–192  
   popularity of, 198  
   purchase-triggered donation, 12, 13  
   Quick Response codes, 204–205  
   Starbucks payments, 245  
   text-to-give programs, 227–230  
   use by women, 197  
   videos, 170  
 iStockphoto (website), 172

## • J •

Jarvis, Chris (cause marketer), 241  
 Jerry Lewis Telethon (event), 82

The Jimmy Fund (nonprofit organization)  
   competitions, 261  
   entrepreneurial spirit, 35  
   low-budget ideas, 279  
   message creation, 43–44  
 job search, 34–37  
 Joe's Crab Shack (restaurant), 286–287  
 John Hancock (financial services  
   company), 21–22  
 Johnson, Samuel (dictionary founder), 90  
 Jones, Paul (cause marketer/blogger),  
   236–237  
 journal, 58  
 Jumpstart (nonprofit organization), 40,  
   140, 282

## • K •

KaBOOM! (cleaning product company),  
   15–16  
 Kanter, Beth (cause marketer), 242  
 Kardashian, Kim (celebrity), 17  
 Kentucky Fried Chicken (restaurant),  
   47–48, 141–142, 255  
 Kerkian, Sarah (cause marketer), 242  
 King, Shaun (founder, TwitChange), 16  
 kitting, 135  
 Komen for the Cure (nonprofit  
   organization)  
   brand creation, 47–48  
   cause marketing examples, 9  
   cause marketing revenue, 22, 23  
   company research, 54  
   described, 244–245  
   purchase-triggered programs, 138  
   unsuccessful campaigns, 47–48, 141–142,  
   255–256

## • L •

Lagos, Steven (jewelry designer), 243–244  
 Lambert, Adam (singer), 228

- Lance Armstrong Foundation (nonprofit organization), 161
- Lee National Denim Day* campaign, 243
- legal issue
- cause marketing considerations, 68
  - national versus local partner, 61
  - proposals, 112
  - purchase-triggered programs, 145–146
- Leprechaun Latte* campaign, 140, 282–283
- Less Annoying Software (CRM tool), 59
- licensing, 14, 31
- Lights. Camera. Help. (nonprofit organization), 154, 171
- LinkedIn (social media), 92
- listening
- initial contact with prospect, 84
  - meeting preparations, 93
- Living Social (website), 152–154
- Livingston, Geoff (cause marketing expert), 241
- local cause
- increased interest in, 18
  - point-of-sale versus purchase-triggered programs, 142–145
  - unhappy partners, 221
- local company
- fulfillment guidelines, 136
  - versus national company, 60–65
- location-based marketing. *See also specific apps*
- cause marketing strategies, 192–196
  - defined, 16, 29, 187
  - demographics of, 197, 198
  - described, 187–188
  - impact of, 29–31
  - popular apps for, 188–192
  - popularity of, 196–197
  - rationale for, 198
  - smartphone apps, 167
  - steps for getting started, 200–203
  - successful campaigns, 284
  - tips for success, 199–200
- Location-Based Marketing For Dummies* (Schneider and Strout), 241
- logical argument. *See* argument, logical
- logo, 217
- losing contests, 185
- Louvre (museum), 18
- M •
- Macy's (retailer), 138
- Mafia Wars (online game), 50
- Make-A-Wish Foundation (nonprofit organization), 76, 138, 247
- MakingTheNumbers (website), 111
- manager, store, 126–127
- Marine Mammal Center (nonprofit organization), 31
- Marine Toys for Tots Foundation (nonprofit organization), 246
- marketing
- directors, 100
  - versus mission, 67
  - services, 86
- Marshalls (retailer), 41, 42
- Mashable (website), 249, 250
- Massage Envy Social Media Challenge* campaign, 289–290
- McCarty, Philips (cause marketer), 242
- McDonald's (restaurant), 195–196
- media partner, 227–228
- meeting, with prospect
- celebrity involvement, 223
  - common mistakes, 107
  - initial contact with prospect, 83
  - point-of-sale campaign launch, 126
  - preparations for, 93–98
  - proposals, 112
  - questions during, 95–96
  - reminders, 90–92
  - smartphone apps, 167
  - tips for success, 291–297
- men, 197, 198
- message
- charitable gift ties, 15
  - connection with prospects, 81
  - creation of, 39–44

- employee incentives, 77, 127–128
- Famous Last Words, 42–43, 292–293
- importance of, 38, 40
- meetings with prospects, 292–293
- pinups, 117, 127–128
- promotion of, 14–15, 31
- simplicity of, 117
- Midas (fast-lube business), 76
- Millennial generation (demographic)
  - cause marketing benefits, 20
  - cause marketing position, 88
  - defined, 20
- Miracle Balloon* campaign, 26
- mission
  - connection with prospects, 82
  - versus marketing, 67
  - meeting preparation, 93–94
  - message creation, 43–44
  - prospect management, 54, 55
- Mobile Loaves & Fishes (nonprofit organization), 227
- monotone voice, 297
- Monster (website), 36
- Montana Meth Project (nonprofit organization), 103
- monthly incentive, 128
- motivation
  - versus burnout, 131
  - employees, 73–75, 77
  - incentives, 77, 127–130
  - point-of-sale cause marketing, 127–130
- multimedia. *See specific types*
- Muscular Dystrophy Association (nonprofit organization), 26, 27, 82
- Musee d'Orsay, 18

## • N •

- national company
  - fulfillment guidelines, 136
  - versus local company, 60–65
- National Domestic Violence Hotline (nonprofit organization), 42
- National Pancake Day (event), 138

- National Public Radio (nonprofit organization), 49, 153
- natural disaster, 50, 227
- The Nature Conservancy (nonprofit organization), 28
- Neff, David J. (*The Future of Nonprofits*), 171
- nervousness, 296–297
- Nestle (food manufacturer), 23
- networking
  - Cause Marketing Forum, 233
  - online contests, 184
  - prospect management, 52–53, 57
  - return on investment, 214–215
  - tips for increased sales, 110
- New Balance (shoe manufacturer), 9, 54
- New England Confectionary Company, 15
- newsletter
  - blogs, 172–173
  - Cause Marketing Forum resources, 232, 233
  - must-reads, 247–250, 259
  - opening offers, 86
  - smartphone apps, 167
- Noble, Chris (cause marketer), 240
- nonprofit organization. *See also specific organizations*
  - criteria for partnership with, 56
  - shift away from corporate philanthropy, 23–24
  - teams of, 278
- nonverbal communication, 297
- Not Even Once* campaign, 103
- notepad, 93
- NotifyMe2 (smartphone app), 167

## • O •

- Obama, Barack (U.S. president), 245
- Ocean State Job Lot (retailer)
  - active cause marketing, 119
  - assets, 72
  - pinup program, 143–144
  - prospect management, 53
- Ogden, Tim (*PhilanthropyAction*), 146

- oil spill, 31
  - One Hundred Squared (nonprofit organization), 202
  - 1,000 Playgrounds in 1,000 Days* campaign, 15–16
  - One Warm Coat (nonprofit organization), 70, 141
  - online campaign. *See also* social media
    - cause marketing
    - contests, 181–185
    - coupons, 124–125
    - games, 50
  - operational infrastructure, 61
  - operations employee, 133
  - outline, 295–296
- p •**
- Papa Gino's (restaurant), 125
  - partner. *See* corporate partner
  - passive cause marketing
    - defined, 11–12, 120–121
    - examples of, 121–122
    - successful campaigns, 287–288
  - Patriots Day (holiday), 138
  - Patron (cause marketing agency), 242
  - PayPal (website), 161
  - Pepsi Refresh Project* campaign, 47
  - percentage-of-sales program, 272–273
  - Pershing Square Foundation (nonprofit organization), 152
  - persuasion
    - buy-in of boss, 33
    - connection with prospect, 81–82
    - deal, closing the, 99, 104–112
    - first interaction with prospect, 82–84
    - gatekeepers, 89
    - meetings with prospects, 93–98
    - opening offer, 84–86
    - reminders to prospects, 90–92
    - self-sabotage by cause marketers, 107
    - tips for success in, 109–111
    - winning proposals, 111–112
    - win-win position, 87–88
  - Phantom Gourmet* (television show), 226
  - philanthropy
    - balanced campaign, 49
    - versus cause marketing, 21, 57, 254, 264
    - shift away from, 23
  - PhilanthropyAction* (Ogden), 146
  - Philanthropy.com (website), 248–249
  - phone call
    - common mistakes, 107
    - first interaction with prospect, 82–84
    - meeting reminders, 90
  - pictures, in blogs, 171–172
  - Pine Street Inn, 69–70
  - pink icon, 40, 42, 245
  - pinup
    - approval process, 133
    - barcodes, 77
    - benefits of, 26, 115–116
    - coupons, 124–126
    - creation process, 28
    - defied, 11, 26, 142
    - employee burnout, 131–133
    - employee incentives, 77, 127–130
    - employee motivation, 73–74
    - examples of, 11, 13, 27, 62
    - impact of location-based services, 198
    - local versus national partner, 61, 64
    - low-budget ideas, 272, 273–274, 277
    - printing guidelines, 134–135
    - Quara site, 181
    - Quick Response codes, 204–205
    - return on investment, 217
    - shipping and fulfillment, 135–136
    - simplicity of message, 117
    - work plan, 133
  - pitch. *See* message
  - Places (location-based service), 189–190
  - Pledge to End Hunger* campaign, 241
  - podcast, 172
  - point-of-sale cause marketing. *See also specific programs*
    - active versus passive cause marketing, 119–122
    - approval process, 133

- benefits of, 26–28
  - coupons, 124–126
  - defined, 10–12, 26
  - employee burnout, 131–133
  - employee training, 75–76
  - humanity versus numbers, 117–118
  - impact of location-based services, 30–31
  - incentives, 77, 127–130
  - length of, 132–133
  - limits, setting, 118–119, 257
  - low-budget ideas, 272–276
  - message creation, 39–42
  - popularity of, 18
  - printing guidelines, 134–135
  - versus purchase-triggered donation, 142–145
  - return on investment, 215–218
  - shipping and fulfillment, 135–136
  - simplicity of, 266
  - store managers, 126–127
  - unhappy partners, 219–220
  - unnecessary signage, 122–123
  - work plan, 133
  - positive appeal, 102
  - positive outcome, 219
  - Posterous (blogging platform), 164–168
  - posture, 297
  - pound (#) sign, 158
  - Powell, Brian (cause marketer), 242
  - PowerPoint (software)
    - meeting preparations, 56–98
    - tips for success, 295
  - prestigious campaign, 103
  - printing pinups, 134–135
  - prize, incentive, 128–129
  - producing videos, 171
  - Product (RED) (nonprofit organization)
    - balanced campaign, 49
    - branding, 45, 46
    - celebrity involvement, 222
    - corporate social responsibility, 254–255
    - deal, closing the, 105–106
    - described, 245
    - purchase-triggered programs, 138
    - Twitter page, 243
  - professional organization, 232–234
  - promotional material, 122–123
  - property, 226
  - proposal preparation, 111–112
  - prospect management strategy, 52–60, 184
  - public awareness
    - cause marketing benefits, 19, 66
    - cause marketing position, 88
    - celebrity involvement, 222
    - location-based services, 196
    - text-to-give program, 227–228
  - public speaking tips, 291–297
  - PUMA (footwear manufacturer), 139
  - purchase-triggered program
    - accountability, 258
    - defined, 12–13, 28, 137
    - examples of, 133–142
    - impact of location-based services, 30–31
    - legal issues, 145–146
    - versus point-of-sale programs, 142–145
    - popularity of, 18
    - rating systems, 146–148
    - The Purple Cow* (Godin), 118
- **Q** •
- Quick Response (QR) code
    - creation of, 205
    - defined, 18
    - described, 203–205
    - impact of, 29–30
    - Quora site, 181
    - smartphone apps, 167
  - Quora (website)
    - described, 167, 179–181
    - versus Google, 179
    - tips for getting started, 180–181
  - quoting others, 160
- **R** •
- Rallythecause* (blog), 241
  - rapport building, 89
  - Ray, Rachel (celebrity), 17

- reading blogs, 169
- recognition
  - buy-in of boss, 33
  - secret shoppers, 130
- recycling campaign, 28
- Red Laser (smartphone app), 30
- RED (smartphone app), 12, 13
- Red, White & You* campaign, 15
- register sign, 123
- REI (retailer), 194
- rejection, from prospect, 92, 110–111
- Remember the Milk (smartphone app), 167
- report, management, 60
- reputation, of company, 54, 55
- research
  - celebrity involvement, 223
  - prospect management, 53–55
- respect
  - back-office workers, 133
  - gatekeepers, 89
- Retail Therapy event, 274
- return on investment (ROI)
  - measurement of, 209–211
  - partner satisfaction, 218–221
  - rules of cause marketing, 259
  - steps to increase, 211–218
- retweet, 160
- revenue. *See also* fundraising goal
  - cause marketing benefits, 19
  - expectations for, 39
  - misconceptions of cause marketing, 22
- Revolution of the Heart* (Snore), 243
- RFID tag. *See* Quick Response code
- Rhea, Mollye (cause marketer/blogger), 238–239
- Ries, Al (*22 Immutable Laws of Marketing*), 43
- Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes* (Anderson), 242
- ROI. *See* return on investment
- Ronald McDonald House Charities (nonprofit organization), 196
- Rosenberg, Estrella (cause marketer), 202
- Rubel, Steve (technology leader), 167
- S •
- Safari (smartphone app), 167
- Sage ACT! (CRM software), 58–60
- sales
  - balanced campaign, 49
  - benefits of point-of-sale cause marketing, 28
  - connection with prospect, 81–82
  - deal, closing the, 99, 104–112
  - employee training, 75–76
  - first interaction with prospect, 82–84
  - gatekeepers, 89
  - group-buying sites, 152
  - humanity versus numbers, 117–118
  - importance of, 81, 109
  - meetings with prospects, 93–98, 291–297
  - opening offer, 84–86
  - proposals, 111–112
  - reminders to prospects, 90–92
  - self-sabotage by cause marketers, 107
  - tips for success in, 109–111
  - win-win position, 87–88
- Salvation Army (nonprofit organization), 28, 288
- Sam's Club (wholesaler), 181, 182
- Samsung (electronics manufacturer), 161, 162
- Save Lids to Save Lives* campaign, 138
- Save the Children (nonprofit organization), 284
- scannable post, 169
- schedule
  - celebrity involvement, 224
  - smartphone apps, 167
- Schneider, Mike (*Location-Based Marketing For Dummies*), 241
- screening partners, 107
- SCVNGR (location-based services app), 190–192
- Seacrest, Ryan (celebrity), 16, 17
- search engine
  - blog platforms, 164
  - meeting reminders, 92
  - optimization, 165, 168

- Second Harvest Food Bank (nonprofit organization), 289–290
- secret shopper, 129–130
- security, 216
- Selfish Giving* (blog), 91, 162–163, 235–236
- Shamrock point-of-sale program, 26, 27
- Shaq Gives Back* campaign, 246
- Share Our Strength (nonprofit organization)
- connection with corporate partner, 176
  - message creation, 40
  - prospect management, 55
  - successful campaigns, 286–287
  - Twitter page, 243–244
- The Sharon Friendship Circle (nonprofit organization), 182–183
- Shazam (retailer), 13
- shipping
- national versus local partner, 61, 64
  - point-of-sale programs, 135–136
- Shop 'til It Stops* campaign, 42
- shopping day, 273–274
- short code, 227
- Shriver, Bobby (celebrity), 106
- The Sierra Club (nonprofit organization), 71
- signage, 122–125
- Silver, Danny (homeless man), 227–228, 229
- simple message, 44, 117
- Simple Sales Tracking (CPM tool), 59
- simplified program, 266
- sincerity
- body language, 297
  - celebrity involvement, 222
  - gatekeepers, 89
- skin, 168
- slick brand, 47–48
- SmartBrief on Social Media* (newsletter), 259–260
- smartphone
- blogs, 166
  - impact of, 29, 30
  - key apps, 166–167, 178, 188–192
  - popularity of, 198
  - Quick Response codes, 204–205
  - Starbucks payments, 245
  - text-to-give programs, 227–230
  - use by women, 197
- social game, 50
- social investing
- brand creation, 48
  - growth in, 23
- social media cause marketing. *See also* online campaign; *specific sites*
- benefits of, 20
  - blogs, 92, 162–173
  - defined, 16–17
  - impact of, 29–31, 151
  - low-budget ideas, 275–276
  - online contests, 181–185
  - prospect management strategy, 56, 57–58
  - rules of, 259–260
  - search engine optimization, 165
  - selection of cause partner, 56
  - smartphone apps, 166
  - social responsibility, 254
- software. *See also specific software*
- customer relationship management tools, 58–60
  - video production, 171
- Sony Vegas (software), 171
- South by Southwest (SXSW) conference, 284
- South End Shop Walk (event), 274
- Specialized Bikes (bike manufacturer), 28–29
- sponsorship
- versus cause marketing, 21, 95, 254
  - meetings with prospects, 95
- sporting event, 228
- Sprint (wireless company), 28
- St. Jude Children's Research Hospital
- active cause marketing, 11, 119–120
  - brand enhancement, 67
  - message creation, 41
  - national versus local partners, 63
  - point-of-sale cause marketing, 26, 27
  - success of, 88
- St. Patrick's Day (holiday), 27, 140
- stalking, 189

- Stand Up to Cancer (nonprofit organization), 161
- Staples (retailer), 53, 215
- Star Trek: The Next Generation* (television series), 18–19
- Starbucks (coffee shop)
- action-triggered campaigns, 138, 140
  - corporate social responsibility, 254
  - described, 245–246
  - location-based marketing, 199
  - message creation, 40
  - smartphone apps, 166
  - successful campaigns, 282–283
- Statue of Liberty restoration project, 10, 243
- Stop & Shop (retailer), 261
- store manager, 126–127
- Strand, Megan (communications director, Cause Marketing Forum), 234, 240–241
- Strout, Aaron (*Location-Based Marketing For Dummies*), 241
- survey, customer, 71
- Susan G. Komen for the Cure (nonprofit organization)
- brand creation, 47–48
  - cause marketing examples, 9
  - cause marketing revenue, 22, 23
  - company research, 54
  - described, 244–245
  - purchase-triggered programs, 138
  - unsuccessful campaigns, 47–48, 141–142, 255–256
- SWAGG (website), 161
- Swank, Hilary (celebrity), 14
- Swenson, Mike (cause marketer), 243
- SXSW (South by Southwest)
- conference, 284
- T •
- Target (retailer), 30
- targeting consumers
- cause marketing benefits, 21
  - message creation, 42
  - slick brands, 47
  - unhappy partners, 219
- technologist, 83
- technology
- cause marketing benefits, 20
  - first contact with prospect, 83
  - growth of cause marketing, 18
  - impact of, 29–31, 151
  - selection of cause partner, 56
- TED Talks (website), 293
- teleconference, 233
- tense marketing, 48
- text blogs, 169, 172
- text-to-give program, 227–230
- Thanks and Giving* campaign, 26, 27, 67, 88
- theme, blog, 168
- thinker, 100–101
- 3BLmedia (cause marketing agency), 242
- timeline, work, 153
- tips, 216
- TJX (corporate partner), 41
- touchpoint, 108
- Toys “R” Us (retailer), 246–247
- training
- cause marketer recruitment, 34, 35
  - cause marketing considerations, 68
  - Cause Marketing Forum, 233
  - employee programs, 75–76
  - prospect management strategies, 57
- transactional cause marketing, 18, 45
- transformative cause marketing, 45
- transparency, 145, 257–258, 265
- Trees for Troops* campaign, 240, 285–286
- Trick-or-Treat for Unicef* campaign, 247
- trust, 103–104
- Tumblr (blogging platform), 164–168
- Tungle (smartphone app), 167
- turnkey program, 211, 224
- twalker, 169
- tweep, 240
- tweet
- defined, 158, 239
  - must-reads, 239–243
  - tips for, 178
- Tweetdeck (website), 178
- tweetup, 160
- 12 Days of Giving* campaign, 153
- 22 Immutable Laws of Marketing* (Ries), 43

twewbie, 160  
 TwitChange (celebrity auction program), 16–17  
 Twitter (social media site)  
   benefits of, 176  
   decision makers, approaching, 100–101  
   described, 175–177  
   dictionary of terms, 160  
   hashtag fundraisers, 158–162  
   hashtag search, 158–161  
   location-based marketing, 202  
   must-read handles, 239–243, 248–249  
   prospect management strategy, 57–58  
   purpose of, 92, 174  
   search engine optimization, 276  
   smartphone apps, 167, 178  
   tips for getting started, 177–178  
 twitterer, 239  
 twoser, 160  
 Tyson Foods (food manufacturer), 241

## • U •

*The Ultimate Drive* campaign, 244  
 upselling, 119, 127  
 Urban Outfitters (retailer), 49  
 USO (United Service Organizations), 15

## • V •

value, adding  
   coupons, 124–126  
   opening offers, 86  
 Valvoline Instant Oil Change (service company)  
   employee motivation, 75–76  
   length of campaign, 132–133  
   prospect management, 53  
 Variety the Children's Charity of St. Louis (nonprofit organization), 281–282  
 Vaynerchuk, Gary (author), 167, 169  
 vendor  
   defined, 57  
   prospect management strategy, 53, 57  
   return on investment, 215

video  
   blogs, 169, 170  
   production tips, 171  
 Virgin America Airlines, 182–183  
 visibility, 87  
 vlogger, 169, 170  
 vodka, 283  
 voice, tone of, 297  
 voicemail, 90  
 volunteer  
   employee engagement projects, 15–16  
   job search, 36  
   national service, 245, 246

## • W •

Walk Now for Autism Speaks (event), 247  
 warehouse fulfillment, 135, 136  
 Washington Nationals (baseball team), 228, 229  
 water supply, 245  
*We Can End This* campaign, 241  
 weekly incentive, 128  
 Wehrenberg Theatres, 281–282  
*What Do You Stand For?* (Cone LLC), 237–238  
 White Castle (restaurant), 47–49  
 White Topaz and Diamond Caviar Rope Bracelet, 243–244  
 Whole Foods (retailer)  
   passive cause marketing, 12, 121–122  
   successful campaigns, 287–288  
 Williams-Sonoma (retailer), 27  
 Wine Library TV (website), 169  
 Wolosow, Chaim (rabbi), 182–183  
 women  
   cause marketing position, 88  
   location-based marketing, 197  
   smartphone use, 197  
 Wordpress (blog platform), 168  
 work experience, 36, 68  
 workplace culture, 35  
 World AIDS Day (event), 138, 245  
 writing skills, 169

## • Y •

Yelp (location-based services app), 192  
Yoplait (yogurt producer), 22, 23, 138  
young donor, 20  
YouTube (website), 107, 166, 170  
Yum-o (nonprofit organization), 17

## • Z •

Zoho CRM (software), 59  
Zynga (gaming company), 50