



# TOGETHER WOMEN RISE

Collective action for global gender equality

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## Cause Marketing Guidelines

### Definition

*Cause marketing* is a partnership between a nonprofit organization and a business or company for mutual benefit – the partnership raises money for the nonprofit organization while promoting a product or service from the company. It typically involves the sale of a product or service with a designated percentage of profits donated back to the nonprofit.

### Purpose

Cause marketing can help raise funds and increase exposure for Together Women Rise, provided the partnership is aligned with Together Women Rise's vision, mission, and beliefs. The following will guide Together Women Rise decisions related to cause marketing partnerships.

### General Guidelines

1. Proposals for cause marketing relationships must be submitted [online](#) through the Together Women Rise website.
2. Together Women Rise reserves the right to accept or reject any cause marketing partnership.
3. Together Women Rise will not endorse any products or services, and cause marketing campaigns cannot *imply* Together Women Rise's endorsement of a product or service.
4. Together Women Rise, including its local chapters, will not sell or distribute products for our partners.
5. Together Women Rise will not provide information about its membership, including mailing lists and email lists to any third-party corporations/organizations.
6. All cause marketing relationships must be mutually agreed upon and in writing prior to the start of the campaign and the use of the Together Women Rise name or logo.
7. A minimum 10% contribution of the product or service's retail price is required.
8. Together Women Rise will not provide any up-front or other funding to support the cause marketing effort.
9. All cause marketing campaigns must follow applicable laws as well as the [Better Business Bureau's Standards for Charity Accountability](#) related to cause marketing. Clear disclosure is required to the consumer, including the exact portion of the purchase price or amount per sale that will go to Together Women Rise, as well as any maximum limit to the donation.
10. Together Women Rise reserves the right to terminate any cause marketing partnership at any time.



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## Criteria for Potential Partners

All cause marketing partnerships:

1. Must be mission-centric; must be aligned and consistent with the vision, mission, and beliefs of Together Women Rise.
2. Must reflect positively on our organization.
3. Must require minimal time and resources from Together Women Rise staff and volunteers.
4. Must generate sufficient revenue to justify the time commitment and resources required.
5. Cause marketing relationships are only available for products or services that are available online and nationally or internationally.
6. All cause marketing promotions must continue for a minimum period of six months, unless the relationship is terminated early.
7. Cannot exclude, discriminate against or alienate Together Women Rise members or the public based on religion, race, sexual orientation, or gender.
8. Must adhere to Together Women Rise branding guidelines for our organization name and logo.

## Expectations for Corporations/Organizations

1. The corporation/organization or individual must submit a written proposal to Together Women Rise for approval prior to the campaign. The proposal should specify:
  - a. The products or services included in the campaign
  - b. The start and end dates of the campaign
  - c. The percentage of sales to be donated
  - d. The maximum limit or guaranteed minimum of the donation
  - e. How the details of the campaign will be communicated to consumers
2. All promotional materials must be submitted to Together Women Rise for approval. Promotional materials should disclose the percentage of sales or per unit amount going to Together Women Rise.
3. Donations must be made at least every three months and within four weeks of completion of the campaign. Donations should be sent to Together Women Rise's national office (P.O. Box 25633, Greenville, SC, 29616) by check from the participating partner and should include a written report summarizing the number and types of purchases made during the time period.
4. The partner must provide a method for accessing the product that will be recognized as a Together Women Rise sale. This could be a Together Women Rise specific form, a link with an embedded code, or a designated code for the purchaser to enter at checkout.



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## Expectations for Together Women Rise

1. For cause marketing partnerships that are national in scope, Together Women Rise will publish the campaign on the “Marketplace” page of its website for the contract period.
2. Together Women Rise will promote Marketplace campaigns in its newsletter and social media.
3. Together Women Rise will provide appropriate donor recognition at the conclusion of the campaign.
4. Together Women Rise will provide our logos/artwork and language for promotional materials.
5. Together Women Rise will provide a tax receipt to the participating business or company for any donations made as a result of the campaign. Together Women Rise will not provide tax receipts to the individual purchaser of goods or services as those purchases are not considered tax deductible donations.

## Local or Regional Partnerships

Cause marketing promotions that are not available nation-wide will not be eligible for participation in this program. When local or regional partnerships are proposed, they will be dealt with as chapter fundraisers, and must follow these guidelines:

1. Must be approved by Together Women Rise national office. Chapter Leader or Regional Leader must complete the online [Fundraiser Approval Form](#). The Regional Leader will do an initial pre-screen and then forward it to national office for approval.
2. Local or regional cause marketing partnerships must be chapter-driven. That is, they must be organized and promoted by local chapters.
3. Local or regional cause marketing partnerships must follow the same guidelines and criteria as national partnerships (as outlined above).
4. Must follow all Together Women Rise chapter fundraising protocols. (See [Chapter Fundraising Guidelines](#).)
5. Promotion of local or regional cause marketing programs are the responsibility of the local chapters. Local cause marketing campaigns will not be promoted by Together Women Rise on national communications channels (i.e. website, national social media channels, *The Dish* e-newsletter, etc.).