



## Cause Marketing Partnerships Toward a shared vision of hunger-free communities

Thank you for your interest in a Cause Marketing Partnership with Second Harvest Food Bank of Northwest NC. Cause-related marketing promotions/events offer an opportunity for your business to increase sales, visibility and brand loyalty, while engaging your employees, customers and suppliers in helping to address the critical problem of hunger in our community. Together, we can provide for the immediate food assistance needs of our neighbors, as we strive to end hunger in our communities.

To ensure a mutually beneficial relationship, we ask that potential partners [review our Cause Marketing Guidelines](#) and [complete a brief Proposal](#) as a way to begin the conversation, clarify expectations and ensure an efficient planning and approval process.

For more information, please contact James Caldwell, Development Manager, at 337.784.5770 or [e-mail James](#).



## Cause Marketing Guidelines

Thank you for considering Second Harvest Food Bank of Northwest NC as the beneficiary of your cause-marketing activity. We rely on strong partnerships with area businesses to achieve our mission of reducing hunger and malnutrition across northwest NC and are eager to grow and develop relationships that help ensure no one goes hungry in our community.

To assist you in determining whether a cause-marketing relationship with Second Harvest Food Bank is a good fit for your cause-related promotion/event, it may be helpful for you to know that in accordance with our non-profit status and established best practices, **Second Harvest Food Bank cannot accept proposals that:**

- Require our organization to finance or engage in direct sales or endorsement of products or services.
- Require telemarketing, direct mail or door-to-door sales.
- Require the provision or release of information pertaining to Second Harvest Food Bank donors, vendors, partners, sponsors, volunteers or employees.
- Compete or conflict with an already established or scheduled activity/campaign/event benefiting Second Harvest Food Bank.
- Extend beyond our organization's 18-county service area boundary without prior approval from involved Feeding America food banks, with the exception of nationally approved promotions.

Following the lead of the Feeding America national office, Second Harvest Food Bank has also determined that it will not participate in any partnerships or promotions pertaining to sale of tobacco, tobacco-related products, alcohol, alcohol-related products, firearms or adult content. If such a company wishes to donate proceeds or a portion of proceeds to Second Harvest Food Bank, we ask that our logo, name or other marks not be used. The company may simply refer to the proceeds being donated a "regional food bank."

### The Process

To allow sufficient time for planning, it is recommended that you submit the brief Proposal form a minimum of 30 days prior to the intended campaign launch. We also recommend that you coordinate the timeframe of your campaign with Second Harvest Food Bank in order to maximize its potential and avoid conflicts with other campaigns.

Once you have submitted your proposal, you can expect to hear from Second Harvest Food Bank within five working days to clarify and/or confirm details. Upon approval, you will receive a Letter of Agreement from Second Harvest Food Bank outlining the campaign, goals and agreed upon action steps for your signature and return to Second Harvest Food Bank.

### Use of Second Harvest Food Bank's Name and Logo

Until Second Harvest Food Bank has a signed Letter of Agreement on file, use of Second Harvest Food Bank's name, logo, or any of its licensed marks is not authorized. All rights, title and interest in Second Harvest Food Bank's logo and design marks shall, at all times, remain with Second Harvest Food Bank.

### Second Harvest Food Bank of Northwest NC

3655 Reed Street  
Winston-Salem, NC 27107  
[www.hungernwnc.org](http://www.hungernwnc.org)  
phone: 336.784.5770 fax: 336.784.7369

**Publicity**

All cause-related marketing partners are expected to generate publicity for the campaign through purchased or in-kind media and/or media relations and by leveraging any and all social and new media outlets and channels available to them. Second Harvest Food Bank reserves the right to approve, in advance, all media and marketing materials with the proposed program.

**Second Harvest Food Bank Resources**

Second Harvest Food Bank allocates resources in support of cause-related marketing partnerships on a case-by-case basis and provides varying levels of assistance based on the level of campaign benefit. The timing of a campaign may also impact the availability of Second Harvest Food Bank resources and support.

**Donor Privacy**

Second Harvest Food Bank respects the privacy of its donors and does not share its mailing lists or send mail to constituents on behalf of third parties.

**Additional Program Partners**

Should your proposal involve solicitation of additional partners or sponsors, Second Harvest Food Bank reserves the right to 1) exclude solicitation of specific Second Harvest Food Bank-aligned partners to avoid duplication of requests and 2) require signature on a Letter of Agreement with all involved partners.

**Campaign Proceeds**

All cause-marketing partners must agree to provide proceeds from cause-related promotions/events to Second Harvest Food Bank within 45 days of the completion of the campaign or on an established schedule, as applicable.

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## Cause Marketing Proposal

Thank you, once again, for considering Second Harvest Food Bank of Northwest NC as the beneficiary of your cause-marketing activity. To protect and honor your interest and ours, we ask all prospective cause-related marketing partners to complete this Proposal form. We have found it to be a valuable tool for both evaluating opportunities and facilitating efficient planning for mutual benefit in our work with approved partners.

We ask that the completed form be submitted at least 30 days prior to the proposed start date of your promotion/event. Please e-mail your completed form to James Caldwell, Development Manager, at [e-mail James](mailto:James.Caldwell@secondharvest.org), or fax it to 33.784.7369.

Full Name of Company/Organization:

Company/Organization Physical Address:

Company/Organization Website URL:

Company/Organization Facebook URL:

Company/Organization Twitter URL:

Campaign Contact Name:

Contact Phone Number:

Contact Email:

Why are you considering Second Harvest Food Bank of Northwest NC for this opportunity?

What are the proposed dates for your promotion/event?

Start date:

End date:

What are the fundraising goals of your promotion/event?

- Under \$1,000
- \$1,000 to \$4,999
- \$5,000 to \$10,000
- Over \$10,000

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What portion of proceeds will benefit Second Harvest Food Bank? (What is the specific percentage from sales OR the amount per item OR the percentage of overall proceeds that will be donated to Second Harvest Food Bank of Northwest NC?)

Will Second Harvest Food Bank be the sole beneficiary? (If not, please indicate what other organization's will be involved and to what extent.)

Please indicate any additional objectives for the promotion (Check all that apply.)

- Collect food for Second Harvest Food Bank
- Encourage volunteerism at Second Harvest Food Bank
- Raise awareness of hunger in our community.
- Increase sales
- Increase brand loyalty/awareness
- Other (please describe):

Please provide a brief description of your cause marketing promotion/event:  
(If the effort is location/market specific, please include these details):

This promotion/event is:

- New
- Existing

If existing, please describe previous results:

This promotion/event would be considered:

- One-time
- On-going
- Periodic or annual

Who is your target audience? (age range, gender):

Please describe how you plan to promote the promotion/event:

Do you have media partners for this promotion/event?

- Yes
- No

If yes, please list media partners here:

Are there any other partners/sponsors involved? (If so, please list)

Is there anything else you would like us to know about your promotion/event?

What are you asking Second Harvest Food Bank to do? (Please be as specific as possible and include any relevant dates. For example, will you be asking Second Harvest Food Bank to provide logs, other graphics and materials, speakers/staff/volunteers, promotional support via website, e-newsletter, social media, etc?)

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## Cause Marketing Agreement

Date

(Company name) and Second Harvest Food Bank of Northwest NC agree to partner on the a cause marketing promotion/event as outlined below:

Promotion/Event Description:

(Company name) will:

Second Harvest Food Bank of Northwest NC will:

Agreed:

The company/organization will be solely responsible for any tax obligations that may arise in connection with the sales of its products or services.

The company/organization agrees to indemnify Second Harvest Food Bank of Northwest NC for the costs of any claims, lawsuits, judgements or settlements or losses that may arise out of the business practices of the company/organization or its products and services.

(Company Name)

Second Harvest Food Bank of Northwest NC

\_\_\_\_\_  
Print Name

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Print Name

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Title

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Title

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