

Cause Related Marketing

THE DEFINITION

When a company with a product, image or service to market, builds a relationship or partnership with a cause or not for profit organisation for mutual benefit.

Source: Business in the Community, UK.

Cause Related Marketing (CRM) enables a company to form a partnership with a charity or cause to achieve a point of difference within the market place.

Depending on the specific objectives of the brand or company, direct results from a CRM can include:

- Brand enhancement
- Penetration of a new product in a crowded market place
- Increase of sales
- Increased philanthropic image amongst the community they operate in
- Customer loyalty.

Direct benefits for the not-for-profit:

- Cost effective avenue to raise funds
- Commercial brand association
- Enhanced public profile
- Access to greater markets.

For a CRM campaign to be successful there needs to be a collaborative approach to creating a strategic plan. The strategic plan should incorporate the objectives of both parties, marketing and promotion tactics and task responsibilities.

A CRM campaign can grow passion and loyalty both internally from staff and externally from consumers who are becoming increasingly interested in businesses giving back to their community.

What you may or may not know about CRM:

- A CRM campaign is a commercial agreement and therefore is subject to taxation laws. For example the Goods and Services Tax.
- A CRM campaign should not be mistaken as a sponsorship. Whilst a CRM campaign can be and often is part of a sponsorship agreement it should not be approached or managed in the same way.
- A CRM campaign is NOT a donation.

Creating a CRM campaign for your brand and/or company:

The Leukaemia Foundation's National Business Relationship Team is a professional group that is experienced in the development of commercial partnerships.

Our first step when a business expresses interest in partnering with the Foundation is to arrange a time to meet and discuss your business objectives and strategic goals.

Please contact our Business Relationships Team on (02) 9902 2222 or business@leukaemia.org.au