



food • community • sustainability

## CAUSE MARKETING:

Maximize value and support  
the mission to end world hunger.

Companies around the globe leverage cause marketing campaigns to strengthen customer relations and build public trust. Since 2011, Rise Against Hunger has supported many partners in cause marketing, providing impact and good will for both the companies and their consumers. A cause marketing partnership with Rise Against Hunger maximizes value for both organizations while also supporting the mission to end world hunger and poverty.

### A Powerful Opportunity

No matter the level of financial contribution, Rise Against Hunger provides tools and resources you need to implement an effective cause marketing campaign. With a simple partnership agreement in place, Rise Against Hunger provides brand assets, templates, visuals and communication tools to help you share the impact story. In addition, three partnership levels provide increased benefits and value added opportunities - like press releases, digital and social promotion.

### Let's Work Together

If your company is looking for an opportunity to give back through product transactions, point-of-sale, social media, fundraiser or other promotional campaigns aligned with a worthy cause, consider working with Rise Against Hunger for successful results!

## Success Story

Zambrero is an Australian quick service restaurant franchise that supports humanitarian projects in Africa, Asia and the Americas from the sale of healthy Mexican food. For every burrito or bowl purchased at Zambrero, a plate of food is donated to someone in need. More than 11.7 million meals have been contributed to date. The campaign has expanded to include special grand opening events, as well as campaigns to allow employees and customers the opportunity to visit Rise Against Hunger programs in-country. Zambrero empowers its customers to make a difference in ending hunger and poverty in developing countries just by purchasing a burrito.

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# CAUSE MARKETING:

## Partnership Packages

### Up to \$10,000 Contribution

- Rise Against Hunger logo approval to use with Marketing review
- Approval to use Rise Against Hunger name in partner promotions and website with Marketing review
- Library of Rise Against Hunger photography for partner use
- Template social media posts for partner use
- Set of Rise Against Hunger brochures
- Set of 2 Rise Against Hunger branded apparel
- Pre-approved press release template for partner use
- Opportunity to participate in Rise Against Hunger Vision Trip (partner pays travel \$)

### \$10,001 - \$49,999 Contribution

(in addition to \$10,000 level)

- Set of 2 additional Rise Against Hunger branded apparel (total of 4)
- Point of sale signage or window cling
- 1 round of social media posts after 6 mos. of partnership (Facebook, Twitter, Instagram)
- Name listed in annual report (\$25,000 and above)
- Gong award (\$25,000 and above)

### \$50,000+ Contribution

(in addition to previous levels)

- Set of 2 additional Rise Against Hunger branded apparel (total of 6)
- Logo on Rise Against Hunger corporate recognition web page
- Rise Against Hunger nationally distributed press release
- Enews promotion to Rise Against Hunger database
- Social media campaign (tied to specific partner events or promotions, i.e.: World Hunger Action Month, a trade show or product launch)
- One 10,000 meal packaging event
- Opportunity for 1 person from corporation to attend Vision Trip at Rise Against Hunger expense
- Other opportunities negotiated at time of partnership agreement



### Guidelines for Partnership

- Demonstrate shared value in the hunger, nutrition, education and/or poverty-alleviation space.
- Proposed campaign with high probability for visibility and return on investment.
- Be in good financial standing and with the Better Business Bureau.
- Brands or products involved in a cause marketing campaign must align with Rise Against Hunger's Strategic Alliances Policy.
- Cause marketing campaign contributions must be received on a regular schedule, per a negotiated timeline of agreement.
- Both Rise Against Hunger and partner will exchange annual reports, sharing results of the partnership.

#### Contact:

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