



Cause Marketing Case Study

The Challenge

A youth-focused retailer and a national youth development nonprofit partnered together in a cause marketing initiative. The goal of the campaign was to establish the company as civically-minded, engage the Millennial demographic as both consumers and donors, increase traffic in retailer's brick and mortar locations and subsequent sales, operate the program in stores and online, gain publicity for the nonprofit, and engage corporate and retail employees in a successful corporate philanthropy initiative.

The company guaranteed a minimum \$75,000 donation with remaining donations dependent on consumer response.

The Strategies and Activities

The three week campaign occurred during the start of the fourth quarter as a kick-off to the retail holiday rush. Consumers were invited to purchase a trinket for \$1 to direct to charity. Fullanthropy engaged in the activities below:

- ★ Coordinating delivery and unpacking of trinket
- ★ Educating board members and affiliate agency leaders regarding their opportunities and responsibilities
- ★ Equipping more than 100 charitable partner affiliates with marketing tools to promote to their constituents
- ★ Hosting promotional events in key markets including Herald Square in New York to increase sales and brand awareness for both the company and the nonprofit
- ★ Enlightening store retail staff regarding the charitable organization and its impact
- ★ Communicating campaign events and impact to stakeholders
- ★ Creating system for shared revenue structure
- ★ Coordinating payments to all charitable affiliates

The Results

As a result of Fullanthropy's efforts, the organization achieved the following:

- ★ \$420,715 raised for the nonprofit within three weeks
- ★ 29% increase in sales for the company (37% increase over previous year)
- ★ More than \$500,000 in earned media coverage on radio, TV, and in print in *The New York Times* and *InStyle* magazine
- ★ Increased online traffic especially among Millennial demographic
- ★ Boosted morale among employees with inter-departmental communication and organization
- ★ 1000% return on investment