



houston**food**bank

Filling pantries. Filling lives.

## Houston Food Bank Cause Marketing Guidelines

- Thank you for choosing Houston Food Bank as your beneficiary. Houston Food Bank (“HFB”) defines a “Cause Marketing Campaign” as a joint funding and promotional strategy in which a company’s sales are linked (and a percentage of the sales revenue is donated) to the HFB. The HFB has no fiduciary responsibilities and little or no staff involvement.
- A ‘Cause Marketing Campaign Form’ must be submitted for us to determine if the campaign is within the HFB’s guidelines and feasible within the existing calendar of activities. Please do not take action until you receive approval.
- As a nonprofit we cannot associate with businesses or individuals known to conduct themselves in a manner incompatible with our mission.
- As a nonprofit we cannot incur cause marketing expenses or provide any funds for cause related marketing campaigns.
- Houston Food Bank is known for its fiscal responsibility and efficiency with regards to dollars donated from its supporters. Brand alignment between the third party event organizer and HFB is inevitable in a Cause Marketing Campaign. In an effort to ensure the third party event aligns with the importance of HFB’s fiscal responsibility to its supporters, all third-party event organizers must provide an upfront estimate of total event expenditures.
- The campaign needs to be promoted and conducted in a manner to avoid the statement or appearance of HFB endorsing any product, firm, organization, individual or services.
- For all cause-marketing programs, we cannot share our mailing list or send mail to constituents on behalf of third parties. We encourage other means of promotion with appropriate use of Houston Food Bank name/logo according to the levels above.
- The Organizer must inform us in advance about any businesses to be contacted for sponsorship to avoid duplication with our efforts; please wait to receive permission before you begin to solicit.
- We reserve the right to decline any underwriting and/or sponsorship when we believe that such an association may have a negative effect on our credibility or the request may have a negative impact on our yearly funding requests.
- The Organizer must state the terms of the donation we can expect (for example, 75% of profits, one-time donation of \$1,000, or all proceeds). Please make this information specific in campaign promotions.
- The Organizer must also provide the date by which we will receive the donation (i.e. no later than 30 days after the event).
- We reserve the right to participate in similar promotions and other “Cause Marketing Campaign.”
- A staff member may meet with you and other organizers of the campaign. In general, we prefer to leave the logistics to you, as it is your campaign and HFB is simply the grateful beneficiary of the proceeds.
- Depending on nature of the campaign and number of participants, we may be able to provide educational literature and informational brochures for use during your campaign.

However, we cannot guarantee the presence of volunteers or staff at the campaign location(s).

- Campaign advertising, promotion and associated materials should state that the proceeds of the campaign will benefit the Houston Food Bank but **should not** imply or state that the HFB is the host. The Sponsor of

the campaign should be clearly identified: i.e. The Elks Club, Bob's Variety, The Smith Family, is hosting X event, "with proceeds benefiting the Houston Food Bank."

- Campaign advertising, promotion, press releases and associated materials must be reviewed by the Houston Food Bank prior to distribution. Use of HFB trademarks, logo and name is limited to the campaign specified and subject to our **prior written approval**. We reserve the right to deny use of our trademarks, logo and/or name.
- Collection of fees, entries, payments and all contributions must be made by the Organizer or designated contact. If you collect checks payable to the Houston Food Bank, please send the unendorsed checks along with the net proceeds of the campaign.
- The Organizer assumes all risk for the campaign's expenses and liabilities, including obtaining insurance coverage, if necessary.
- HFB is not financially or otherwise liable for the promotion and/or staging of a "Cause Marketing Campaign."
- All "Cause Marketing Campaigns" should be accessible to people with disabilities.

Again, thank you for your support in the fight against hunger.