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CAUSE MARKETING TIPS:

- Involve your employees in every step, from selecting a charity to planning to execution.
- Select a cause with which your customers, prospects and referral sources are familiar.
- Be sincere – let customers know why you've chosen the cause and what it means to your business.



Members of the
North Star Team
attending
Flames of Hope

Flames of Hope - A Stunning Success!

As many of you know, October is breast cancer awareness month. It's a staggering reality that one out of every eight women will develop breast cancer at some point in their lives. With 12 females working here at North Star, the statistic suggests that nearly two of us may be diagnosed one day. But, our futures are hopeful; there is a 97% survival rate for breast cancer caught in stage one.

This is why organizations like the Gloria Gemma Breast Cancer Resource Foundation are so important. This month, the Foundation held their 3rd annual Flames of Hope event in Providence to raise breast cancer awareness in Rhode Island. The North Star team was an integral part of the event's PR campaign and was proud to create a logo and design t-shirts for the Foundation.

Research shows cause marketing can help your company build stronger connections with your consumers. Learn more on the back of this card, and don't forget to sign up for our weekly email, *The Compass*, at www.fortheloveofmarketing.com.

Happy Marketing!



April Williams McCrory
President & Visionary



92% OF CONSUMERS CONSIDER IT IMPORTANT FOR CORPORATIONS TO
CONTRIBUTE TO NONPROFITS.

- CAUSEMARKETINGFORUM.COM

Cause Marketing: a type of marketing involving the cooperative efforts of a “for profit” business and a non-profit organization for mutual benefit.

Make the most of your cause marketing by following a few important guidelines:

Make it matter to you: When you’re passionate about a cause, employees and customers feel your enthusiasm and will share their support. Also, make sure the nonprofit’s values align with your company’s. If you can’t give an honest explanation of why your company is supporting this cause, it may not be the right one for you.

Consumers can’t respond to what they don’t know: Your efforts won’t affect consumers’ purchasing decisions if they aren’t aware of what you’re doing. Use the media by preparing a PR announcement and take advantage of word of mouth and viral marketing. Above all, make your message and your association with the cause clear.

Have a plan: As with any other marketing initiative, create a plan of the expected or targeted outcome. Are your goals for this initiative tangible or reputational? Remember that cause marketing doesn’t always produce immediate results. Like a PR campaign, cause marketing is about gaining trust and building relationships.

Until next time,
The North Star team