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NEWSLETTER™

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Cause-Related Marketing Tips

- Choose a charity carefully. It should be consistent with the character and culture of your organization.
- Consistency is important. A moderate level of giving over a longer term has more impact than a short term program.
- Pick a charity that resonates with your customers and prospects.



2003 Peace on Earth ornament from ChemArt

Raving Fans

This has been a tremendous year at North Star - and one of the reasons for that is our amazing clients. Without a doubt, we have the best clients who make our jobs exciting, fun and a new adventure every day. We are working on many different marketing and public relations strategies with each of them and we thought it could be helpful for you to see what other businesses are doing to market their companies.

So do you think you have clients who have great businesses? If yes, how do you tell others about them? Could you be considered raving fans for your clients? That is one of our 2005 challenges to you. If you represent top-notch businesses, tell others about them. Find ways for your clients to do business with each other.

Until next time, happy marketing,

Seventy-one percent of consumers say they are likely to consider a company's reputation for supporting causes when purchasing gifts.

- Cone Holiday Trend Tracking Survey, 2003



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In honor of Thanksgiving we have chosen ChemArt as our first client feature. ChemArt is a 26-year old, RI-based company, who is the leader in the innovative design and manufacture of high quality, custom ornaments and collectibles. What we love about ChemArt is their big hearts and this holiday season is no exception.

In November ChemArt introduced the Peace on Earth Gift Program that allows companies to send a holiday wish that benefits the community. Fifty percent of the proceeds from each ornament sold will be donated to one of three RI organizations of the customer's choosing. They are: the 103d Field Artillery Brigade Family Readiness Group, The Rhode Island Community Food Bank and the Rhode Island Good Neighbor Energy Fund.

This is not only a nice idea but also a great example of cause-related marketing! One of the beauties of cause-related marketing is that everyone benefits - the nonprofit organization, the business, and the public.

With grateful hearts,
The North Star Team

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