

cause marketing and event guidelines & support

Cause Marketing:

Cause Marketing (or cause-related marketing) is an agreed-upon relationship between a company, business, or organization, and a nonprofit that fundraises for the nonprofit while promoting a product, service, or event from that company, business, or organization. This can include round-up campaigns, percentage proceeds, fundraising events and more.

Partnering with Mid-Ohio Food Collective (MOFC) is a great way to increase your revenue while also showcasing your brand values and making a difference in your community. Your partnership with MOFC means joining in the fight against hunger in central and eastern Ohio, while helping to co-create communities where everyone thrives.

Please take a moment to review our cause marketing guidelines to determine if participating in a cause marketing campaign with MOFC will help you meet your philanthropic and business objectives.

Guidelines:

1. All companies or organizations engaging in a cause marketing campaign must sign an agreement outlining the campaign components, fundraising goal, and promotional plan.
 2. The public must be informed of how MOFC will benefit from the campaign. All advertisements, displays and promotional materials related to the cause marketing relationship should disclose in clear and unambiguous terms how MOFC benefits from the sale of the product, event, or services. Such promotions, advertisements and displays should disclose the following terms:
 - The actual or anticipated portion of the purchase price that will benefit MOFC
 - The duration of the campaign
 - Any maximum or guaranteed minimum contribution amount
- *Disclosures stating only that MOFC will receive "proceeds," "profits," "net proceeds" or other general financial benefit as a result of sales will not meet this standard.
3. In connection with all cause marketing campaigns benefiting MOFC, we require all companies raise awareness and educate the public about our mission. We ask all companies to publish MOFC's website (mofc.org) on promotions, events, marketing packaging and related advertising materials.
 4. All cause marketing campaign partners are expected to generate publicity for the campaign through their in-kind channels or social media platforms.
 5. To provide consistent messaging of MOFC's mission and work, all marketing and media materials must be approved by MOFC prior to the dissemination of the materials.
 6. Proceeds of cause marketing campaigns must be received by MOFC within 90 days of the completion of the campaign.
 7. MOFC reserves the right to make changes to these guidelines and levels of support as needed.



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Promotional Support:

Cause Marketing Promotions with a minimum guaranteed commitment under \$5,000

1. Use of Mid-Ohio Food Collective logo and brand guidelines.
2. Customized online donation page.

Cause Marketing Promotions with a minimum guaranteed commitment of \$5,000+

1. All previously mentioned support.
2. Inclusion of the campaign or event on the "Give While You Shop" section on mofc.org.
3. Inclusion of the campaign or event in grouped promotional posts on social media.

Cause Marketing Promotions with a minimum guaranteed commitment of \$25,000+

1. All previously mentioned support.
2. Individualized solo promotional posts on social media.
3. Inclusion of the campaign in our E-Newsletter.
4. MOFC Staff member will speak or table at an event associated with the campaign.

In order to promote campaigns effectively, we ask that all partners provide MOFC with a high-resolution company/event logo and promotional toolkit.

* Please note that in line with IRS guidelines, we can share information about promotions connected to any level of donation amount. We cannot, however, explicitly endorse a partner's brand/product or provide a call to action that causes financial benefit to the sponsor. For example, we can say, "XYZ company is donating a meal for each cup of coffee sold this Friday." We cannot say, "Go to XYZ company and buy a cup of coffee this Friday and they'll donate a meal to us."

MOFC cannot support or approve:

- | | |
|---|---|
| 1. Fundraising events or programs that require any financing from MOFC | 3. Fundraising events or programs that fail to comply with any municipal, county, state, and/or federal law |
| 2. Fundraising events that require MOFC endorsement, marketing, or participation in the direct sale of a product or service | 4. Fundraising events or programs that involve the promotion of a political party or candidate or the endorsement of political issues |

Additionally, MOFC cannot provide the following:

- | | |
|--|--|
| 1. Media lists | 4. Design and/or printing of promotional materials |
| 2. Donor mailing lists or mail sent on behalf of a third party | 5. Funding or reimbursing of expenses |
| 3. Personal information or direct access to clients served by MOFC or our partners | 6. Insurance coverage |
| | 7. F2 permits |



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campaign and event agreement

Please read our Cause Marketing and Community Event Guidelines before completing this form. *Unsure if your campaign or event meets our guidelines? Complete this form and someone will reach out to discuss further!*

Completed forms should be submitted by email to:

Sam Grimsley, Corporate Partnerships Coordinator - sgrimsley@mofc.org

Submission of this form does not constitute approval. We will contact you to discuss your proposal within five business days of receipt.

Thank you for your consideration of Mid-Ohio Food Collective as the beneficiary of your fundraising efforts.

Organizer information:

Contact Name _____

Organization _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Promotion/Event information:

Promotion/Event Name _____

Date(s) _____

Location _____

Description _____

Percentage or amount of proceeds that will benefit MOFC _____

Donation Goal \$ _____

Please outline your promotional plan _____



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Agreement

1. No action will be taken on any cause marketing/event/fundraiser until approval is received from Mid-Ohio Food Collective (MOFC).
2. All media, public communication and marketing materials mentioning MOFC, our mission, work, and logo must be approved by MOFC before release, dissemination, or publication.
3. Cause marketing campaigns, events and fundraisers comply with all federal, state, and local laws, including but not limited to those pertaining to charitable fundraising, gift reporting and special events.
4. It is the responsibility of the individual(s) organizing the cause marketing campaign/event/fundraiser to obtain all necessary licenses, permits and insurance certificates that may be required.
5. The cause marketing campaign, event, or fundraiser organizer will provide MOFC with a summary of the results relevant to their cause marketing efforts within 30 days of the campaign's completion and proceeds within 90 days of the campaign's completion.

I acknowledge that the Mid-Ohio Food Collective is the beneficiary of this cause marketing campaign or event and not a sponsor. I understand that MOFC will not be held liable for any legal and/or financial liabilities associated with this campaign. I recognize that, as the organizer of this campaign, I am responsible for adhering to requirements as outlined above and in the Cause Marketing and Event Guidelines and agree to modify, cease, or cancel my cause marketing campaign, event, or fundraiser if MOFC is notified or becomes aware of practices contradictory with its guidelines or mission.

I have reviewed Mid-Ohio Food Collective's Cause Marketing Campaign and Community Event Agreement and Guidelines and agree to these terms.

Print Name _____

Signature _____ Date _____

Mid-Ohio Food Collective Approval

Print Name _____

Signature _____ Date _____