



RI Community Food Bank Cause Marketing Campaign Guidelines

1. The Rhode Island Community Food Bank defines “cause marketing” as a funding and promotional strategy in which a percentage of a company’s sales (whether from a single product, a group of products, all proceeds, or specific asks at the register for an amount or to round up to the dollar) are donated to the Food Bank. Support of the Food Bank must be promoted as part of the campaign. The Food Bank does not have a fiduciary duty in this strategy, and has little to no staffing requirement.
2. A Cause Marketing Form must be submitted to us to determine whether the organizer meets these guidelines and fits within our existing calendar of events. Please do not begin any promotion until you receive approval.
3. The Food Bank does not associate with businesses or individuals known to conduct themselves in a manner incompatible with our values and mission.
4. As a nonprofit, the Food Bank cannot incur marketing expenses or provide funds for cause marketing.
5. Materials (e.g. advertising, press releases, other promotional items, etc.) should avoid any statement or appearance of the Food Bank endorsing products, organizations and individuals, or services.
6. The Food Bank does not share mailing lists or send mail to its lists on behalf of cause marketing campaigns.
7. Organizers should inform the Food Bank ahead of any contact with businesses or organizations to prevent duplication with the Food Bank’s efforts. Please wait for approval before reaching out to other organizations.
8. The Food Bank reserves the right to veto any underwriting or sponsorship when the association may have a negative effect on our reputation or on our funding requests.
9. Organizers must clearly explain the terms of the campaign in all promotional material (e.g. “10% of your purchase goes to support the Rhode Island Community Food Bank”). If any portion of the proceeds go to an organization other than the Food Bank, that should also be stated, and what portion goes to whom.
10. Organizers must send the donation to the Food Bank within 45 days of the end of the cause marketing campaign.
11. Organizers shall provide the Food Bank with a summary of results relevant to the campaign within 45 days of the event’s end (e.g., number of units sold, the revenues generated from the promotion, a list of expenses associated with the campaign, and net revenues to be donated to the Food Bank).

12. The Food Bank does not guarantee exclusivity when it comes to cause marketing campaigns. If another organizer suggests a similar campaign, or an organization or individual similar to the organizer suggests cause marketing, we will do our best to prevent causing confusion.
13. The Food Bank can provide its already existing educational materials, but does not guarantee it can make changes to those materials or produce new or altered materials exclusively for the organizer.
14. The Food Bank cannot guarantee that it will send staff or volunteers to campaign locations. It will make that determination on a case-by-case basis.
15. All promotional materials, advertisements, and other collateral should state that the proceeds will benefit the Rhode Island Community Food Bank, but the Food Bank should not be identified as the organizer.
16. All promotional materials, advertisements, and press releases that use the Rhode Island Community Food Bank's name and/or logo need to be approved by Food Bank communications staff, and should not be used without written approval from the Food Bank.
17. The organizer is responsible for the collection of all fees, payments, and contributions. If a check is made directly to the Food Bank, please send it (unendorsed) along with the proceeds of the campaign within 45 days of the end of the campaign.
18. The Food Bank is not responsible, financially or otherwise, for any promotion or organizing of any cause marketing.

*For more information about these guidelines,
please call Samuel Howard at 401-230-1680
or email at showard@rifoodbank.org*