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Cause Marketing For Dummies Cheat Sheet. By Joe Waters, Joanna MacDonald. Cause marketing is a partnership between a nonprofit and a for-profit for mutual profit. The profit in cause marketing comes in two forms. For the nonprofit, the profit is money and branding/visibility. For the for-profit, the profit is greater favorability with consumers and, potentially, increased sales.

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Cause Marketing for Dummies provides clear, concise, realistic tips to help organizations reevaluate how media can be used to build ones image, partnerships and the bottom line. The case studies highlight many levels of marketing - coupons, triggered donation programs, group-buying sites and location-based marketing and stress the importance of

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Cause marketing creates a partnership with benefits for both a nonprofit entity and a business. Written by an expert on cause marketing whose blog, SelfishGiving.com, is a key resource on the subject, this friendly guide shows both business owners and marketers for nonprofits how to build and sustain such a partnership using social media such as Facebook and Twitter.

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Cause marketing is a new source of revenue from companies. While the community relations arm of a company awards grants, and senior management are prospects for individual gifts, cause marketing taps the marketing muscle of the company. It opens a new door in the corporate suite. Cause marketing generates awareness.

Benefiting from Cause Marketing - dummies
Cause marketing is win-win. It helps the cause and the business. Be sure that they're clear on how cause marketing is different from giving. After you contact your supporters, move on to your second circle and reconnect with your past business contacts and/or vendors. Regardless of whether a company is a partner or not, a good cause marketing prospect is a good prospect forever.

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