2020
UPDATED EDITION

Over 275 cause marketing industry terms
and definitions in one handy reference guide.

CAUSE MARKETING GLOSSARY

A free cause marketing resource from
www.formomentum.com

ForMomentum
CREATIVE CAUSE CONNECTIONS

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Workplace Giving Initiative
Wrap-Around Event

A

Activation:
Marketing activities a company conducts to promote a sponsorship. Money spent on activation helps to generate awareness of and consumer participation in a cause offering.

Activism:
The doctrine or practice of vigorous action or involvement as a means of achieving political or other goals, sometimes by demonstrations, protests, etc.

Advocacy:
Defined by IEG as a partnership in which a nonprofit and a company work together to alter their operations, promote changes in public policies, support self-regulation, or endorse operating or ethical standards. Unlike promotional partnerships, advocacy tends to be aimed at internal, B2B or B2G audiences rather than promoted to consumers.

Artificial Intelligence (AI):
In general, AI is a branch of computer science that uses machine learning. This means that a machine running on AI has the capability to imitate human behavior and learn from past processes with its "neural network." More and more nonprofits are using AI in these ways as identified by Donor Search:

- Automate routine administrative tasks.
- Automate donor interactions with AI-based chatbots
- Fundraising AI tools can sift through massive amounts of data relatively quickly (and much more quickly than staff members).

Astro-Turfing:
This describes fake grass roots efforts that appear to be citizens but are actually paid "actors" by agencies.

Authenticity:
The quality of being genuine, a best practice for successful cause alliances.

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Awareness:
The percentage of population or target market who are aware of a given brand or company. There are two types of awareness: unaided awareness, which measures the percentage of people who independently mention a particular brand when asked to name brands in a certain category, and aided awareness which measures the percentage of people who recognize a brand from a particular category when shown a list.

Awareness-Raising Partners:
Corporate partners who aid an organization in promoting a program and raising awareness. Referred to as a strategic gift in kind, often times, this partnership does not include a cash funding component.

B

B-Corp:
See Benefit Corporation

B Lab:
B Lab is the nonprofit organization that provides the official B-Corporation Certification. B Lab is dedicated to using the power of business to solve social and environmental problems. See also Certified B-Corporation.

Baby Boomer:
The generation born between 1946 and 1964. Boomers have the largest population of any generation. Commonly described as optimistic, ambitious and loyal.

Belief-Driven Buyers:
Buyers who choose, switch, avoid or boycott a brand based on its' stand on political or social issues they care about.

Benefit Corporation:
A new class of corporations that 1) create a material positive impact on society and the environment; 2) expand fiduciary duty to require consideration of non-financial interests when making decisions; and 3) report on its overall social and environmental performance using recognized third party standards. Also referred to as B-Corp.

Blog:
An online journal that is updated on a regular basis with entries on a chosen subject. A vlog is similar, with the primary medium being video.

Brand:
A brand is a mixture of attributes, tangible and intangible, symbolized in a trademark. Comprised of a name, term, design, symbol, or other features that identifies one seller's good or service as distinct from those of other sellers.

Brand Authenticity:
Sharing genuine user experiences that reflect a brand's values to develop long-term customer loyalty to increase sales

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Brand Identity:
The outward expression of the brand, including its name and visual appearance. Visible elements of a brand include colors, design, logotype, name and symbol. Together, brand elements identify and distinguish the brand in the consumer's mind.

Brand Image:
The consumer's net impression of a brand, can include real and imaginary qualities and shortcomings. Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumer's direct experience.

Brand Personality:
The attribution of human personality traits (seriousness, warmth, imagination, etc.) to a brand as a way to achieve differentiation. The brand personality gives consumers something with which they can relate, effectively increasing brand awareness and popularity.

Brand Philanthropy:
Brand activities that associate a brand with a particular cause or nonprofit organization, also referred to as "cause marketing."

Brand Purpose:
To strategically blend business and brand in ways that benefit the community; the organization's reason for existence beyond making a profit.

Branded Partnership:
Branded partnership is when two brands form an alliance to work together, creating marketing synergy. Also referred to as co-branding.

Business to Business (B2B):
Describes marketing and sales activities of businesses targeting other businesses with products and/or services. An example of a B2B promotion would be a paper supplier's marketing efforts promoting their product to office supply retailers.

Business-to-Business Sponsorship:
Sponsorship programs intended to influence corporate purchase/awareness, as opposed to individual consumers.

Business to Consumer (B2C):
Describes activities of businesses targeting end consumers with products and/or services. An example of a B2C transaction would be a person buying a pair of shoes from a retailer.

Buy One Get One (BOGO):
A common marketing offering whereby a consumer buys a product and gets a second product for free.

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Buy One Give One (BOGO):

A marketing practice grounded in social impact whereby a consumer buys one and one is given away. This model is well-known thanks to Toms Shoes, which donates one pair of shoes for every pair it sells. This strategy offers consumers a powerful incentive to become customers while also contributing to the greater good. Also referred to as One for One or BOGO.

C

Carbon Neutral:

A term used to describe the state of an entity (such as a company, service, product or event), where the carbon emissions caused by them have been balanced out by funding an equivalent amount of carbon savings elsewhere.

Campaign:

A set of coordinated marketing messages delivered at intervals with a specific goal.

Cash Mob:

A cash mob is a trend in which people join together or use social channels to organize events that support local businesses.

Category Exclusivity:

The right of a sponsor to be the only company within its product or service category associated with the sponsored property.

Cause Alliance:

An alliance is defined as a close association of groups, formed to advance common interests. Cause alliances are collaborative relationships between organizations, created to leverage each partner's assets and capabilities to address shared interests.

Cause Alliance Campaign:

An integrated, collaborative campaign with multiple organizations designed to advance a cause.

Cause Authentigration:

Causes and companies will need to work harder than ever before to ensure cause efforts are 'authentigrated' by all partners and not at risk of being seen as cause-jacked promotional stunts. 'Authentigration' is a new term, coined by For Momentum, to represent the trend of consumers and employees demanding closer mission and brand alignment throughout a company's purpose-driven activities.

Cause Branding:

Cause Marketing is a business initiative to integrate a cause into a marketing strategy to advance both business and social impacts while making a connection to stakeholders. Cause Branding goes further and attempts to create a permanent association in the eyes of the consumer between the company or brand and the cause or issue.

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Cause Licensing:
A royalty-based relationship between a manufacturer or retailer and a nonprofit organization whereby a link is created between sale of the licensed product and the cause.

Cause-Jacked Promotional Stunt:
This is a type of misaligned marketing plan whereby companies try to use a one-off cause marketing stunt to make it seem like they are invested in a cause or mission segment; however, it comes off as inauthentic and unrelated to the company's true behavior, mission or values.
See Cause Authentigration.

Cause Marketing:
A business relationship in which a corporation and a nonprofit form a partnership that results in increased business for the corporation and a financial and/or marketing return for the nonprofit. Can be targeted to internal (employees) or external (consumers, vendors, partners, etc.) audiences or both.
See Cause Alliances, Cause Marketing Campaign, Cause Partnership, Strategic Alliances, Strategic Philanthropy.

Cause Marketing Campaign:
Sometimes called social impact campaigns, purpose-driven partnerships or cause marketing. The term Cause Marketing Campaign is used to describe a partnership between a nonprofit and a company for mutual benefit around a theme, time period or other milestone. The company's objective is to enhance its reputation with stakeholders, customers and employees plus drive sales, trials or loyalty. The nonprofit's objective is to drive awareness for its mission, raise money plus acquire new audiences.

Cause Partnership:
A business relationship or promotion between a nonprofit organization that results in increased business for the corporation and a financial and/or marketing return for the nonprofit.

Cause Promotion:
Corporate provision of funds, in-kind contributions or other resources for promotions intended to increase awareness and concern about a social cause or to support fundraising, participation or volunteer recruitment for a cause. Also referred to as Cause Sponsorship.

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Cause-Related Marketing:
A corporate commitment to make a contribution or donate a percentage of revenue to a specific cause based on predetermined consumer activity. Unlike philanthropy, cause marketing is a business expense, not a donation, and is expected to show a return on investment. Also known as Commercial Co-venture, Transactional Cause Marketing, Proceeds Partnerships or Proceeds Programs. Often confused with the term Cause Marketing, proceeds arrangements are only one form of cause activations.

Cause Sponsorship:
See also Cause Promotion.

Cause Strategic Alliances:
See also Cause Marketing.

Cause Washing:
A term coined to describe inauthentic marketing-for-good, similar to "green-washing" which Urban Dictionary defines as "when companies pretend to be environmentally friendly -- when in fact they are not."
See Good Washing.

Certification:
An arrangement in which an organization grants its seal of approval to a branded product or service that complies with established standards.

Certified B-Corporation:
Certified B-Corporations have undergone a rigorous certification process developed by the nonprofit organization B Lab.
Unlike traditional businesses:

1. Meet comprehensive and transparent social and environmental performance standards;
2. Meet higher legal accountability standards;
3. Build business constituency for public policies that support sustainable business.

Also referred to as Certified B-Corp.
See also B Lab.

Charitable Checkout Campaign:
See also Register Campaign.

Civic Media:
A form of communication that strengthens the social bonds within a community or creates a strong sense of civic engagement among its residents.

Client Entertainment:
Hosting key customers, clients, officials, employees and other VIPs at an event. Usually involves experiences, tickets, parking, dining and other amenities, often in a specially-designated area. Also referred to as Hospitality.

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Co-branding:
Co-branding is when two brands form an alliance to work together, creating marketing synergy. Also referred to as Branded Partnership.

Collective Impact:
This is the commitment of a group of actors from different sectors to a common agenda for solving a specific social problem, using a structured form of collaboration.

Commercial Co-Venture:
Definitions vary by state, but in general refers to marketing campaign conducted by a co-venturer (the corporation) which represents that the purchase or use of goods or services will benefit a charitable organization. Often referred to as "cause marketing" though this is only one form of possible cause partnership.

Commercial Co-Venturer:
Any company who, for profit or other commercial consideration, conducts, promotes, underwrites, arranges, or sponsors a sale, or event of any kind which is advertised, and which will benefit, to any extent, a charitable organization.

Community Affairs:
The various methods companies use to establish and maintain a mutually-beneficial relationship with the communities in which they operate. Also known as Community Relations.

Community Investment:
Proactive and primarily outcome-driven giving in which a corporation makes gifts that are simultaneously important to the long-term success of the business and serve a critical community need.

Community Relations:
See Community Affairs.

Conspicuous Conservation:
Consumers who desire to show evidence of their conservation, such as driving a Prius.

Consultative Selling:
Style of selling in which a salesperson plays the role of a consultant. He or she first assists the buyer in identifying his or her needs, and then suggests products that satisfy those needs.

Consumer Activation
Used to describe the series of elements that lead to triggering an action from a consumer that results in a donation being made to nonprofit. Common examples include encouraging a consumer to "add a dollar" or "round up" at check-out, tweet a photo or post a favorable comment.

Consumer Activism:
The practice of using social influence that leads to influencing business practices and outcomes, or that are seemingly safer and more readily available products or services.

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Consumer Product:
Goods or services purchased for private use or for other members of the household.

Content Curation:
The process of identifying relevant content for an audience from multiple sources, modifying or editing that content to reflect their needs and delivering the content to through multiple distribution channels.

Content Marketing:
The practice of creating relevant and compelling content in a consistent fashion to a targeted buyer, focusing on all stages of the buying process, from brand awareness through to brand evangelism.

Content Strategy:
The framework including people, process and tools to deliver the content your audience seeks, in all the places they search, for each stage in the buyer journey.

Core Beliefs:
Consumers and employees are closely evaluating and making decisions based on companies' true values or core beliefs. They are looking for the interconnection of a company's cause marketing efforts, mission-supporting messaging and partnership choices to see if there is alignment with their personal core values. A few examples are how a company prioritizes fair pay, equal treatment, strong communities and a healthy planet. *See Cause Authentigration for more context.*

Core Competencies:
Relates to particular areas of skill and competence that best contribute to its ability to compete.

Corporate Citizenship:
See Corporate Social Responsibility or CSR.

Corporate Community Partners:
Corporate partners who have provided funding or in-kind donations to an organization in exchange for sponsorship privileges; a joint partnership between a corporation and a nonprofit.

Corporate Contributions:
The variety of ways that a corporation can support community organizations. Typically includes funding, grants, in-kind donations, and volunteer programs. Also known as Corporate Donations.

Corporate Donations:
See Corporate Contributions.

Corporate Donation Section:
A unique section on a nonprofit organization's Web site defining how corporations can donate or support the organization.

Corporate Foundation Grants:
Donations to a nonprofit from a foundation arm of a corporation.

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Corporate Funding:
Sponsorships, grants, or other monetary donations that are given to a nonprofit from a corporation's marketing, community relations, or corporate social responsibility budgets.

Corporate Fundraising:
Corporations raise money for nonprofit partners through organized activities and by soliciting funds from customers or employees.

Corporate Grants:
See Corporate Philanthropy.

Corporate Identity:
Refers to the visual identity of a corporation (logo, marks, etc.). Often understood to mean a corporation's presentation to its stakeholders and the means by which it differentiates itself from other corporations.

Corporate Philanthropy:
Direct contributions from a corporation to a nonprofit, the widest umbrella term to describe most traditional forms of corporate support. Also referred to as Corporate Foundation Grants or Corporate Grants.

Corporate Relations:
Some nonprofit organizations refer to their work with corporate partners as Corporate Relations and often give staff responsible for this function a Corporate Relations title.

Corporate Reputation:
See Corporate Social Responsibility or CSR.

Corporate Social Marketing:
Corporate support for the development and/or implementation of a behavior-change campaign intended to improve public health, safety, the environment or community well-being.

Corporate Social Responsibility or CSR:
Refers to operating a business in a manner that accounts for the social and environmental impact created by the business. CSR means a commitment to developing policies that integrate responsible practices into daily business operations, and to reporting on progress made toward implementing these practices. It is the sum of all activities including Cause Marketing, Community Affairs and Responsible Business Practices. Related concepts include Corporate Reputation, Corporate Citizenship, Triple Bottom Line.

Corporate Volunteerism:
A practice that harnesses the valuable network of employee interests, talent and time to create value for nonprofits.

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Corporate Volunteer Program:
Corporate-led opportunities for their employees to participate in volunteer activities in support of a nonprofit partner. Can be organized by individual, skills-based, micro or team volunteer activities.

Co-sponsors:
Sponsors of the same property.

Cost/Benefit Ratio:
This is the ratio used to determine the amount of value received for each dollar invested in rights fees.

Creative Disruption:
Occurs when a traditional marketing message is flipped to attract attention. Does not necessarily connote negativity, and this approach is increasingly popular for brands today as they try to become more memorable.

Cross-Promotions:
A joint marketing effort conducted by two or more partners using the sponsored property as the central theme.

Crowd Funding:
The collective cooperation, attention and trust by people who network and pool their money and other resources together to support efforts initiated by other people or organizations.

Crowd Sourcing:
Refers to the harnessing and enthusiasm from a large number of people who are prepared to volunteer their time contribute content or skill to solve a problem and/or create positive impact.

CSR:
See Corporate Social Responsibility.

Curator:
Someone who searches, finds and filters the best content on a topic from multiple sources providing an interpretative service.

Customer Journey:
Plotting a customer's experience of interacting with a brand which includes touchpoints along the way.

Customer Loyalty:
Customer loyalty is exhibited when a customer repeatedly prefers and purchases one brand over others in the same category. Loyalty can be positively (or negatively) affected by cause marketing.

Customer Relationship Management (CRM):
Tracking customer behavior for the purpose of developing marketing and relationship-building processes that bond the consumer to the brand. Typically uses software and systems to provide one-to-one personal contact between the organization and the customer.

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Customized Programs:
Corporate partnership elements that have been customized and/or provide the opportunity for customization based on shared objectives and goals.

D

Data Visualization:
Using visual elements such as infographics, timelines, charts, graphs and maps to illustrate patterns, trends and correlations.

Demographics:
The description of outward traits that characterize a group of people such as age, sex, nationality, marital status, education, occupation or income. Decisions on market segmentation are often based on demographic data.

Differential Advantage:
A feature of a product that is valuable to customers and is not found in other products of the same category.

Differentiation:
Creation or demonstration of unique characteristics in a brand compared to those of its competitors.

Differentiator:
Any tangible or intangible characteristic that can be used to distinguish a product or a company from other products and companies.

Digital:
Digital describes electronic technology that generates, stores and processes data.

Digital Story Telling:
A short, compelling narrative that is composed using emergent forms of digital technologies.

Disaster Philanthropy Plan:
An overall strategy developed and shared in advance by companies in order to respond more effectively to natural disasters and to help affected employees and communities recover.

DIY Fundraising:
When an individual determines the type of activity they choose to undertake and fundraise to benefit a cause or nonprofit. Oftentimes organizations provide turn-key, flexible resources that support a variety of athletic and/or social activities (run, walk, dance, motorcycle ride, bake sales, etc.)

Dollars for Doers:
Direct corporate giving and/or matching dollars to nonprofits in recognition of employee-volunteer service.

Donations in Kind:
Donations that are made in goods and services rather than in money.
See Gift In-Kind.

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Donor Loyalty:
Creating donor evangelists that support your nonprofit and bring others in as supporters through digital and word-of-mouth sharing. Traditional methods of building donor loyalty include stewardship events and other relationship development tactics.

Double Bottom Line:
Refers to businesses' attention to both conventional profit and loss as well as to social good.

E

Echo Boomers:
See Gen X.

Editorial Calendar:
Organized content to be published by topic and channel across time.

Editorial Coverage:
Exposure that is generated by a third party, typically this type of coverage is referred to as unpaid media coverage.

Editorial Guidelines:
Identification of the types, tone and topics of content to be selected for a given channel.

Election Effect:
During the 2016 election year, nonprofits saw an outpouring of donations and volunteers participating in civil rights, social action, and advocacy programs. In the aftermath of the 2016 election, many nonprofits also experienced an increase in recurring donations and volunteer participants. In fact, donors who signed up for a recurring donation around the election were 50% more likely to donate again within 18 months. (Classy Platform Statistics, 2016). Social sector nonprofits can capitalize on the "election effect" by offering recurring donations and boosting fundraising efforts around election time related to mission-based topics that matter to voters.

Emotional Engagement:
Level of involvement, interaction, intimacy, and influence an individual has with a brand over time.

Employee Activism:
Employees following issues that affect them while taking note of where their employers stand as they straddle the role of brand ambassador and concerned citizen.

Employee Engagement:
Refers to the involvement of employees and the emotional connections created by connecting the employee to the corporation's chosen charitable activities.

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Engagement:
How nonprofits engage their constituents and donors is more important than ever. Changes in technology and the ways in which individuals absorb access information require additional creativity on the part of nonprofits across traditional and social media, outreach and communications strategies. While it can be challenging to develop a constant stream of content to engage constituents and donors, impact reporting

ESG Investing:
ESG investing is the integration of environmental, social and governance factors into the fundamental investment process. Using ESG factors or an ESG framework, investors select companies in which to invest. ESG factors such as environmental friendliness are considered factors in the longevity of a company. Source

Ephemeral Marketing:
Temporary content, primarily images and videos that are only accessible for a brief period of time such as Snapchat.

Event Marketing:
Promotional strategy linking a company to an event (sponsorship of a sports competition, festival, etc.)

Evergreen:
Information and marketing materials developed that are valid for a long period of time and without being continuously updated.

F

Facebook Fundraisers:
An in-app fundraising tool that allows nonprofits to collect donations and enables supporters to fundraise and engage their community.

Fair Trade:
A market- based approach that aims to help producers in developing countries obtain better trading conditions and promote sustainability. Also, a social movement and certification.

Foundation Funding:
Grants or other monetary donations that are given to a nonprofit from a private, family or corporate foundation.

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Friendraising:
A form of fundraising that involves befriending an organization or individual for the purpose of helping support the financial aspect of a charity.

Fulfillment:
The delivery of benefits promised in the partnership agreement.

Fundraising:
The organized activity of raising funds for a charity, institution or cause.

Fundraising Partnership:
The use of a company's assets and outlets as collection points for donations.

G

Gamification:
The use of game playing and design techniques to enhance non-game contexts, products and services. Gamification encourages users to engage in desired behaviors by taking advantage of a human's psychological predisposition to engage in game playing.

Gen X:
The cohort of people born between 1965 and 1984 (following boomers and preceding Millenials). Generation X is often characterized as independent, resourceful and self-sufficient. Also referred to as Echo Boomers.

Gen Y:
Often interchanged with the term Millennial, the age range varies by source. Some say it is the group of people born between 1978 and 2000, others say it begins at 1982. Most agree Gen Y is the last generation of children wholly born in the 20th century. Also referred to as Millennial.

Gen Z:
Some define this as the cohort born between 2001 and present, others use the term to refer to people born between 1994 and 2004. The distinguishing characteristic of Gen Z is that they have likely never known life without the internet, mobile phones or YouTube.

GIK:
See Gift In-Kind.

Gift In-Kind:
Gifts In-Kind are a type of charitable giving in which, instead of giving money to fund goods/services/ or program support the actual goods/services are tare given. Often includes marketing assets to help raise awareness of a cause. Also referred to as GIK.

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Giving Platform:
An online or mobile fundraising site where individuals can raise money for a cause. Similar technology is offered, often co-branded, by nonprofits to enable individuals (such has walk or other event participants) to raise money from their personal networks. Also referred to as Online or Mobile Giving Platform, Social Giving Platform.

Good Washing:
A term coined to describe inauthentic marketing for good, similar to "green-washing" which Urban Dictionary defines as "when companies pretend to be environmentally friendly -- when in fact they are not."
See Cause Washing.

Government Funding:
Grants or other monetary donations that come from a state or federal agency.

Grass Roots Marketing:
Grassroots marketing starts from the ground up. Instead of launching a message to appeal to many people, a marketer targets to a small group spread the message to a much larger audience.

H

Halo Effect:
The halo effect is a term used to describe the bias shown by customers towards certain products or brands. As it relates to cause, it is the positive or altruistic reputation received by a company that supports a nonprofit or cause.

Holistic Marketing:
A strategy which considers the business as a whole and not as an entity with separate parts in order to convey a positive united image to consumers.

Hospitality:
Hosting key customers, clients, key stakeholders, employees and other VIPs at an event. Usually involves unique experiences, tickets, parking and other amenities, often in a specially designated area. Also referred to as Client Entertainment.

I

Impact Reporting:
Communicating the difference you made to the people you are trying to help, or to the issue you are trying to improve. Impact reporting often takes the form of an impact report or annual report.

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Impact Washing:
Occurs when companies claim impact or seek to wash themselves in the language of social good without really doing anything substantive; similar to greenwashing.

In-Kind Sponsorship:
Payment (full or partial) of sponsorship fee in goods or services rather than cash.

Intangible Marketing Benefits:
The qualitative benefits of a marketing program or cause partnership. Includes critical elements, such as audience loyalty, which do not have an easily measurable quantitative component.

Integrated Partnership:
A multi-faceted relationship whereby the corporate partner is seeking a return on investment (ROI). Integrated partnerships ultimately leverage many corporate assets and budgets to support the partnership and business goals.

Interconnection:
This refers to how closely a company's core values are aligned with the nonprofit(s) they support. Ideally, there is significant connectedness with a company's mission and the programs or offerings from a nonprofit.

Internal Brand Engagement:
The process of linking internal culture and employee behavior to business goals. Authentic brands are often built from within, starting with an organization's people and culture.

Investor Demand:
Investors are increasingly interested in creating portfolios that are viewed from an ESG perspective and are positively impacting the environment and their communities.
See ESG Investing.

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L Licensed Merchandise:

Goods produced by a manufacturer (the licensee) who has obtained a license to produce and distribute the official marks on products. Cause licensing requires a legal agreement and typically includes royalties or other fees.

Licensee:

Manufacturer which has obtained a license to produce and distribute licensed merchandise.

Licensing:

Relationship between a manufacturer and a property, which can be a nonprofit, where the property grants the former a license to produce and sell merchandise with its logos and terminology. The property receives a royalty on each piece of merchandise sold; there is often also an upfront payment made to the property. The manufacturer (licensee) does not have the right to use the property marks and logos anywhere except on the licensed merchandise.

M Marginal Social Cost (MSC):

The total cost to society as a whole for producing one further unit, or taking one further action, in an economy.

Market Segment:

A group of customers who (a) share the same needs and values (b) can be expected to respond in much the same way to a company's offering, and (c) command enough purchasing power to be of strategic importance to the company.

Market Share:

A company's share of total sales of a given category of product on a given market. Can be expressed either in terms of volume (how many units sold) or value (the worth of units sold).

Matching Gifts:

Offered by corporations to encourage and promote charitable giving by employees by matching individual donations with a corporate gift.

Matching Grant:

When a funder offers a certain donation based on the condition that the same amount (whatever the declared amount is) also be raised from other sources.

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mCommerce:
Refers to the buying and selling of goods or services via a mobile device (rather than e-commerce, which is online sales). Mcommerce has become an essential business strategy.

Media Sponsor:
Broadcast, online, print, out-of-home and outdoor media suppliers that provide advertising time or space to a property in exchange for official designation.

Metrics:
A measurement used to gauge some quantifiable component of performance. Also referred to as Return on Investment (ROI).

Micro Donation:
Micro donations are small charitable donations. In the past, they have been limited to collecting spare change at registers and checkouts. Microdonations as a valid philanthropic strategy has increased due to the advent and popularity of online and mobile.

Micro-Influencer Marketing:
The practice of engaging people who have a smaller social media reach than traditional influencers, but can often deliver higher quality leads to recommend products or services.

Micro Volunteering:
Markedly different from traditional forms of volunteering, micro-volunteer opportunities generally do not require a long-term obligation and are flexible, resulting in only a short commitment of time and talent.

Millennials:
Often interchanged with the term Gen Y the age range varies by source. Some say it is the group of people born between 1978 and 2000, others say it begins at 1982. Most agree Gen Y is the last generation of children wholly born in the 20th century. Also referred to as GenY.

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Minimum Guarantee:
A partner agrees to pay a specific minimum sum, regardless of the actual result of the cause promotion. If sales (or other calls to action, i.e. tweets or posts) does not trigger the anticipated amount, the company makes up the difference.

Mobile Giving:
Enabling multiple mobile channels and social networks for charitable giving.

Monthly Giving:
Generally, these are smaller, monthly payments that automatically renew from individual or corporate donors. These monthly donors tend to donate more over time than donors who make one-time donations, making them more valuable for nonprofits. In fact, the annual value of regular givers is worth nearly 3 times more than that of one-time donors.

Multi-Partner Cause Marketing Platform:
In some instances, a nonprofit establishes relationships with multiple corporate partners around a common cause platform. An example is the annual Thanks & Giving campaign owned by St. Jude Children's Research Hospital conducted around the year-end holiday giving season. A second example would be when multiple corporate partners execute around a common cause promotion in a way that operationally suits their corporate culture, such as the MDA Shamrocks pinup program. A third example is an annual campaign owned by a company that supports multiple nonprofit partners, such as Subaru's Share the Love.

Mutually Beneficial:
A cause marketing relationship that benefits both the nonprofit(s) and corporate partner(s) involved.

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N

Native Advertising:
Online advertising that takes on the form and function of the platform it appears on, to make ads feel less like ads, and more like part of the conversation.

New Business Development:
The term used to describe all the activities involved in realizing new business opportunities.

Newsjacking:
Occurs when an organization capitalizes on a news story and puts a spin on it to draw attention to their content/opinion in order to boost engagement and marketing.

Niche Marketing:
Marketing adapted to the needs, wishes and expectations of small, precisely- defined groups of individuals. A form of market segmentation.

NGO:
NGO stands for nongovernmental organization, an entity apart from business and government sectors.

Nonprofit Joint Venture:
Nonprofit organizations have historically tried to expand programming and mission impact on their own, which can result in an expansion of operations into areas that are not core strengths. Demographic and technological shifts have made it more expensive and challenging to successfully specialize in all aspects relevant to an organization's mission. To adjust, some nonprofits are looking to form partnerships or joint ventures to maximize their impact. Other organizations are finding that mergers, either with another nonprofit or a for-profit entity, may be the best way to continue to serve their constituents effectively.

O

Offering:
What a company offers for sale to customers. An offering includes the product and its design, features, quality, packaging, distribution, etc.

Omnichannel:
Similar to multi-channel marketing but with the goal of providing a seamless, consistent, holistic, effortless customer experience over multiple devices and channels including physical stores.

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One for One:
A marketing practice whereby a consumer buys one and one is given away. This model is well-known thanks to Toms, which donates one pair of shoes (or other product) for every pair it sells. This strategy offers consumers a powerful incentive to become customers while also contributing to social good. Also referred to as Buy One, Give One.

Online Giving Platform:
See Giving Platform.

Online Screening Process:
An area on an organization's Website where interested partners can submit requested information to the organization as a first step toward the possibility of partnering.

Optics:
The aspects of an action, policy, or decision (as in politics or business) that relate to public perceptions.

Organizational Readiness:
A comprehensive assessment of organizational functioning and readiness for change.

P

Partner Summit:
A cultivation tool that brings together representatives from current and potential partners for education/information-sharing and networking/relationship-building.

Peer-to-Peer Fundraising (P2P):
A growing one-to-many model and fundraising channel based on the premise of empowering individuals to fundraise on behalf of a cause or nonprofit. A passionate individual serves as the connector and opens up his or her network to garner support. P2P success is often achieved through leveraging a number of digital resources and communities.

Personal Fundraising Page:
A fundraising tool available on an organization's or corporation's website where individuals can create their own customized own pages to raise funds in support of a cause via their personal and professional networks.

Philanthropy:
Support for a nonprofit or cause where no commercial advantage is expected.

Pinkwashing:
A term which combines "pink" and "whitewashing". The term is most often used to describe types of cause marketing focused in two areas:

- Pinkwashing (breast cancer) – the promotion of consumer goods and services using the pink ribbon that represents support for breast cancer-related charities
- Pinkwashing (LGBT) – the promotion of the gay-friendliness of a corporate or political entity in an attempt to downplay or soften aspects of it considered negative.

See Good Washing.

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Pinup:
Any point-of-sale item used for cause marketing donation programs such as paper cutouts, scannable icons, etc. and typically posted somewhere within a visible, bricks and mortar location. The MDA Shamrocks are the classic example.

Positioning Statement:
A written description of the position that an organization wishes itself, its product and/ or its brand to occupy in the minds of a defined target audience.

Premiums:
Merchandise produced to promote involvement with a property; often times customized with the names/logos of the sponsor and the property.

Presenting Sponsor:
The sponsor who has paid a fee with entitlement for their name to be associated either above or below that of the sponsored property, e.g. "The Music of Andrew Lloyd Webber presented by Lexus" or "AT&T presents Cirque du Soleil."

Primary Sponsor:
Refers to sponsor paying the largest fee and receiving largest package of benefits when a property has no title or presenting sponsor.

Proceeds Marketing:
Commercial Co-Venture, Cause Related Marketing, Transactional Marketing. *See Product Proceeds Program.*

Product Donations:
When a nonprofit accepts or a corporation donates products as a form of donation.

Product Proceeds Program:
Program designed to allow a nonprofit or cause to benefit from the sale of products/ services by a corporate partner. At the point of solicitation, details of the agreement must be made clear to the consumer. Partners should disclose: the actual or anticipated portion of the purchase price that will benefit the charity (e.g. 5 cents will be contributed to ABC charity for every XYZ product sold); the duration of the campaign (e.g. the month of October); any maximum or guaranteed minimum contribution amount (e.g. up to a maximum of $200,000). As an example of compliance, a disclosure statement might read: "5 cents will go to ABC Charity for every box of XYZ Cereal sold in October up to a maximum of $200,000." See Proceeds, Transactional Cause Marketing, Commercial Co-venture.

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Profit with Purpose:
As businesses are expected by stakeholders to increasingly consider their social impact, companies are reimagining their social purpose into their mission statements, employee programs, and overall core values. The goal is to be profitable while making an impact on the mission areas most important to their core values.

Promotional Partnership:
An alliance in which a company or media outlet promotes a cause and its message. While typically no cash changes hands, the promotion builds the nonprofit or cause brand via amplification by the company. The company benefits from the halo the cause brings to its brand.

Property:
A unique, commercially- exploitable entity, (typically in sports, arts, events, entertainment or cause).

Pro Social:
Voluntary actions that are intended to help or benefit another individual or group of individuals.

Psychographics:
Quantified psychological profiles of individuals, based on their attitudes and behavior.

Public Domain:
A work enters the public domain when it is donated by its creator or when the creator's copyright expires making it available to the public.

Purpose Based Marketing:
Umbrella term used to describe how organizations define and market their purpose and what they stand for – other than making a profit. Can be targeted toward internal and external audiences or both. Typically involves raising awareness and/or funds for a cause, clearly-defined goals and reporting specific metrics toward achieving social good. Also referred to as Purpose Driven Marketing.

Purpose-Driven Brand (or Organization):
A brand that consciously conducts its business according to its purpose and consistently communicates its values and what it stands for to consumers and employees.

Purpose Driven Marketing:
See Purpose Based Marketing.

Q QR Code:
The trademark for a type of black and white matrix barcode arranged in a square pattern on a white background, designed to store virtually any kind of data. Can store urls, donation links, etc.

Quantifiable Marketing Assets:
Marketing attributes which can be measured.

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R Relevancy:

An important part of cause marketing is ensuring that chosen cause platforms, mission focus and nonprofit partners are closely connected to a company's mission and values. It's also important for the cause to be aligned with the supporting company's employees, consumers, and/or other important stakeholders who are invested in the business.

Register Campaign:

The trademark for a type of black and white matrix barcode arranged in a square pattern on a white background, designed to store virtually any kind of data. Can store urls, donation links, etc.

Return on Investment (ROI):

See Metrics.

Responsible Business Practices:

Responsible business practices refers to those corporate activities whose main purpose is to benefit individuals, a community, or the environment. They may one or several of the following: cause partnership, sponsorship, grants, product donation, corporate volunteering, community engagement. The goals of having a social business strategy in place are to deliver an impact, further a cause, or gain a positive public image.

Right of First Refusal:

Contractual right granting a sponsor the ability to renew sponsorship rights during a specific period of time in the sponsor's product category.

S Sales Rights:

When a sponsor is granted preferred supplier rights to sell its product or service to the property or its attendees or members. One example is pouring rights at an event.

SEO:

Search engine optimization is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results.

Share of Mind:

At its most precise, share of mind measures how often consumers think about a particular brand as a percentage of all the times they think about all the brands in its category. More loosely, share of mind can be defined simply as positive perceptions of the brand obtained by market research. Whereas market share measures the width of market position, share of mind can be said to measure its depth.

Share of Voice:

The measurement of exposure a brand gets; often used in a competitive analysis to gauge visibility among a specific audience.

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Share of Wallet:
The measure of how much a customer spends on a particular brand compared to others in the same category. Metric used to demonstrate preference and loyalty.

Shared Responsibility:
Collaboration between all members of a team or partnership.

Shared Value:
Policies and practices that enhance the competitiveness of a company while simultaneously advancing the economic, and social conditions in the communities in which it operates.

Shopper Proceeds Program:
When a consumer uses the charity's link to complete a transaction, the charity receives a percentage or portion of the purchase amount.

Signage:
A proprietary, branded fundraising initiative with multi-partner potential owned by a nonprofit.

Skills Based Volunteerism:
Volunteering that leverages the specialized skills and talents of individuals to strengthen the infrastructure of nonprofits, helping them build and sustain their capacity to successfully achieve their missions.

Slacktivism:
A mashup of the words "slacker" and "activism". Considered a pejorative term that describes "feel-good" measures, in support of an issue or social cause, that have little or no practical effect other than to make the person doing it feel satisfaction.

Smarketing:
Refers to the practice of aligning sales and marketing efforts to positively impact the bottom line through coordinated communication.

Smart Content:
Refers to personalized content that is designed to meet a consumer's needs. Generated by marketing automation tools and technology with tailored messages and content.

SMS Donations:
Secure mobile text-based donations using a keyword or shortcode.

Snackable Content:
Short-form content like Instagram stories and Facebook videos that are created to be consumed in small, bite-sized pieces that are engaging and easily digestible.

Social Capital:
A concept that refers to the good will and positive reputation that flows to an entity through diverse relationships with others in social networks.

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Social Causes:
A field of work within the nonprofit sector, such as climate change, education, health, etc.

Social Change:
A significant alteration in the patterns, values or structure of a social group or society, i.e., a change in the social nature, institutions, behaviors or relations of a society.

Social Enterprise:
An organization that applies commercial strategies to maximize improvements in human and environmental well-being rather than maximizing profits for external shareholders. Social enterprises can be structured as for profit or nonprofit.

Social Entrepreneurship:
The practice of simultaneously pursuing both a financial and a social return on investment.

Social Giving:
Raising funds through social media networks.

Social Good:
Measured in many ways, social good lies at the intersection of technology, advocacy and the ability to affect change in a positive measurable way. Social good implies more than just money changing hands, campaigns often combine the ability of technologies to find, introduce and bond communities around a common interest.

Social Impact Partnerships:
A partnership, usually between a business and a nonprofit, with a deliberate goal to address a pressing social challenge and create a significant, positive change as a result.

Social Marketing:
The application of marketing concepts and techniques applied to achieve specific behavioral goals for a social good. Sometimes confused with social media marketing. Classic examples are marketing campaigns promoting smoking cessation or changing the batteries in smoke detectors to save lifes.

Social Media:
Electronic means of communication disseminated through social interaction via apps and networks designed to be simple to use, highly accessible and scalable. Popular methods include Facebook, Instagram Twitter and Linked In.

Social Media Optimization:
A set of practices for managing and promoting a brand (or campaign, product, etc.), raising awareness and encouraging sharing content that continues to attract more publicity through social media, online communities and networks.

Social Networking:
The act of socializing in an online community via websites, apps and networks.

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Social Proof:
People seeking direction from those around them to determine how they are supposed to act or think in a situation; in social media, the idea that if others are sharing something or following someone, it must be good.

Social Return on Investment (SROI):
Refers to the non-financial returns sought by a social entrepreneur.

Socially Responsible Business Practices:
Business practices and code of conduct with the main purpose to provide benefit to a particular audience or social cause. Also known as Social Responsibility.

Sole Sponsor:
A company that has paid to be the only sponsor of a property.

Sponsee:
A property available for sponsorship.

Sponsor:
An entity that pays a property for the right to promote itself and its products or services in association with the property.

Sponsor ID:
Visual, digital and audio recognitions of sponsor, e.g., sponsor name/logo on participant clothing, equipment, in publications and advertising mentioned in public-address and broadcast.

Sponsorship:
Sponsorship is a cash and/or in-kind fee paid to a property (typically in sports, arts, entertainment or causes) in return for access to the exploitable commercial potential associated with that property.

Sponsorship Agency:
A firm which specializes in advising on, managing, brokering or organizing sponsored properties. The agency may be employed by either the sponsor or property.

Sponsorship Fee:
Payment made by a sponsor to a property as stipulated in the partnership agreement.

Storytelling:
A powerful tool that enables marketers to understand what is going on in the marketplace and what that means for the customer, consumer, society, brand, and organization. Storytelling isn't just a creative approach to marketing, it allows consumers to connect with your brand.

Storytelling as Currency:
Stories that create lasting connections have become important currencies as consumers look for brands they can believe in and that echo their personal beliefs.

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Strategic Gift-In-Kind:
A strategic in-kind donation from a corporation provides an organization with a budget-relieving good or service that aids in executing its mission in lieu of a cash donation. Examples include advertising space, office furniture and airline miles.

Strategic Giving:
See Strategic Partnership.

Strategic Partnership:
Strategic partnership is a formal alliance between two enterprises. Typically, organizations enter into strategic partnerships with the intent to leverage shared assets to achieve shared goals.

Strategic Philanthropy:
Philanthropic decisions that are integrated with corporate citizenship and other key strategic performance-related decisions. Also referred to as Strategic Giving or Tactical Philanthropy.

Superficial Cause Marketing:
A hollow attempt that undermines consumer trust of well-executed cause marketing social good programs.

Sustainability:
In general, this refers to the ability to live, build and create systems that provide quality of life without damaging resources and the environment today or in the future. Can also mean the ability to continue and sustain a certain practice.

Sustainable Development Goals:
Created by the United Nations, the Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice. Find more information on the United Nations website here.

T

Tactical Philanthropy:
See Strategic Philanthropy.

Tangible Marketing Benefits:
The quantitative benefits of a marketing program or cause partnership. Includes measurable elements, such as earned and paid media.

Target Market:
The market segment or group of consumers an organization aims its marketing activities.

TBL or 3BL:
See Triple Bottom Line (TBL).

Third Party On-Line Giving Platform:
A way to generate funds for a nonprofit organization via a provider that offers an on-line fundraising platform.

Title Sponsor:
A sponsor that has its name incorporated into the name of the sponsored property, e.g., the Tostitos Fiesta Bowl.

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Transactional Cause Marketing:

A marketing strategy that includes a call to action by the company that triggers a donation to a nonprofit or cause. Often tied to a purchase, social media share, post, etc. of its product or service. Unlike philanthropy, cause marketing is a business expense and is expected to show ROI for both partners. Also referred to as Transactional Cause Related Marketing, Proceeds Marketing.

Transformative Cause Marketing:

One-off promotions are replaced with transformative cause programs that are proactive, brand-centric and, in most cases, grow over time and have long-lasting impact. Companies and causes are making the shift from a transactional to a transformative mindset.

Transparency:

Open, clear communication with information readily available for public consumption, transparency is a required component of successful cause alliances.

Triple Bottom Line (TBL):

A framework for measuring business performance that captures values that organizations embrace to benefit people, planet, profit. Also referred to as TBL or 3BL.

Turn-Key Programs:

A turn-key program is strategically constructed to be turned over to an organization in a ready-to-implement condition. Also refers to something that is ready for immediate use. A cause campaign that could launch with little human capital investment or other expense.

U

Ubit:

Even though an organization is recognized as tax exempt, it still may be liable for tax on its unrelated business income. For most organizations, unrelated business income is income from a trade or business, regularly carried on, that is not substantially related to the charitable, educational, or other purpose that is the basis of the organization's exemption. Learn more here.

Unique Selling Proposition (USP):

Attributes or benefits that uniquely differentiate and set apart a brand from its competitor. A USP is seen as strategic and critical in defining an organization's competitive advantage and branding.

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Unrestricted Funds:
This refers to funds received by a nonprofit that are not limited by the donor in how they can be applied and are instead available to be leveraged at the discretion of the nonprofit's leadership as they see fit.

Upcycling:
Upcycling is the practice of taking something and transforming it into something of greater use and value.

USP:
See Unique Selling Proposition (USP).

V

Valuation:
Accumulation of data and knowledge to accurately provide an assessment and fair market value of any sponsorship opportunity.

Venture Philanthropy Funds:
Taking cues from venture capitalists and translating those business and investment concepts to achieving philanthropic or social impact goals.

Volunteerism:
The act or practice of providing time, treasure or talent without being paid. Can take many forms and often is grounded in community service.

W

Win-Win:
A term used to describe a partnership whereby both partners -company and nonprofit – receive benefit.

Win-Win-Win:
Used to describe a partnership whereby both partners -company and nonprofit – and the consumer receives a benefit too.

Word-of-Mouth Marketing:
Word- of-mouth marketing is an umbrella term used for dozens of techniques that can be used to engage and energize customers.

Workplace Giving Initiative:
An employee engagement activity executed by a company that encourages its' employees to make a donation to a selected charity. Often times the employee is incented by the company with a perk and/or a corporate match to drive participation.

Wrap-Around Event:
A series of activities that surround and support a cause campaign or peer to peer fundraising initiative.

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SOURCES:

Definitions developed by referencing sources including:

b2bmarketinginsider.com, Brandchannel.com, BusinessDictionary.com, Cause Marketing Forum, Dictionary.com, IEG or Sponsorship.com, Searchcrm.com, Socialrite.org, Urban Dictionary, Websters.com, Wikipedia.

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