

Key Elements of Best in Class Cause Marketing Campaigns

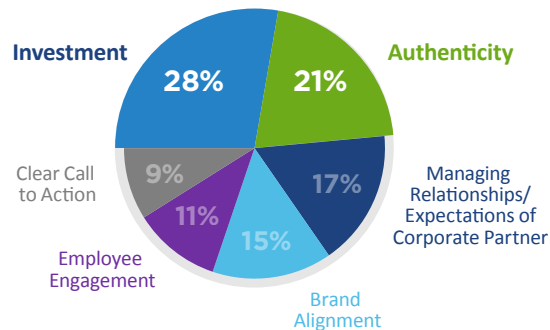
Visual Summary



For Momentum surveyed over 50 nonprofit partnership experts at top organizations across the U.S. on the foundational elements needed to develop outstanding cause marketing campaigns. Participants are seasoned professionals with nearly half having worked on 21 or more cause marketing campaigns. This summary represents the highlights of their collective expertise and provides a benchmark for practitioners to reference the most relevant and impactful data when planning Best in Class (BIC) Cause Campaigns.

Success Factors

The top cited factors for success in BIC Cause Campaigns are investment (28%) and authenticity (21%).



When asked about the biggest impact of BIC Cause Campaigns, raising funds for the nonprofit is top of the list (43%).

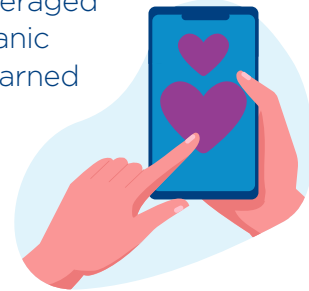
FUNDRAISING RESULTS

60% responded that their campaign raised \$1 million or more for the nonprofit.

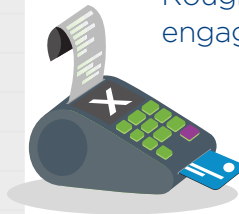
The majority ($\frac{2}{3}$) of campaigns that raised \$1 million or more have been in the marketplace for over five years.*

Activations

BIC Cause Campaigns involve multiple activations. At the top of the list are marketing activations. More than 80% leveraged owned media, organic social media and earned media strategies.



Roughly 50% of campaigns engage a consumer activation:



- Customer donation
- Commercial co-venture
- Point-of-sale donation at register or digital checkout

However, BIC Cause Campaigns do not solely rely on customer participation for fundraising. The most commonly cited fundraising activation is corporate funding, present in 61% of campaigns.

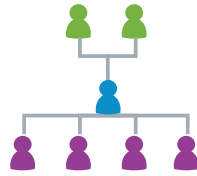
Timing

- 64% of BIC Cause Campaigns take between 4-12 months to plan and execute.
- The majority of campaigns are featured in the marketplace for 1-3 months.
- Nearly $\frac{1}{4}$ (24%) of BIC Cause Campaigns are “always on.”

*The amount of time a campaign has been in the marketplace was determined through publicly available data and was not collected from participants.

Staffing

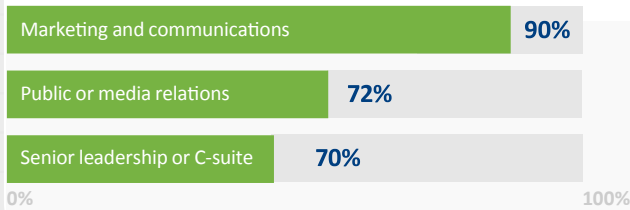
84% of nonprofits report having a dedicated corporate partnership team involved in developing BIC Cause Campaigns.



The top three departments that nonprofit partners rely heavily on for developing their campaigns are:



The top three departments that corporate partners involve in creating their campaigns are:



Planning Tips

Participants rank heavy involvement in campaign planning and execution by both the nonprofit and the corporate partner as a top campaign strategy component.



Three themes rose to the top when comparing elements of BIC Cause Campaign strategy:



- Featured messaging and imagery that are positive and uplifting (98%)
- Centered on long-standing issues (94%)
- Centered around safe and/or conventional causes (94%)

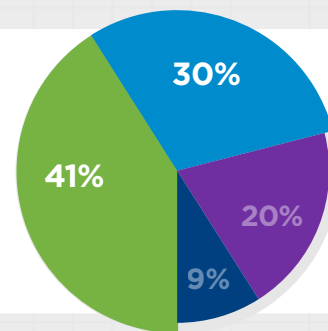
55% of respondents ranked leveraging digital strategies and emerging technologies as important to the future of BIC Cause Campaigns.



Challenges

When asked about the biggest challenges faced during the campaign process, operational challenges (41%) and managing relationship/expectations of corporate partner (30%) topped the list.

Operational Challenges/Activations



Managing Relationship/Expectations of Corporate Partner

Feeling Fresh

Funding

Survey Participant Advice:

“Storytelling, local impact, data and execution are vital. If there isn’t mutual impact and emotion from all stakeholders, a campaign will not drive maximum results.”