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BEST IN CLASS CAUSE CAMPAIGNS

Winning Formulas from Top Tier Cause Campaigns

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About the Report

Dear Social Impact Colleagues,

What specific factors elevate a cause marketing campaign from "good" to truly outstanding?

This is the fundamental question we continue to pursue in our 2026 Best in Class (BIC) Cause Campaigns research. For over a decade, For Momentum has surveyed nonprofit and corporate partnership professionals to capture the evolving perspectives and experiences that shape our industry. **Our goal remains steadfast: to provide cause practitioners with the actionable, process-driven data needed to drive social impact and business results.**

This year's report is our most comprehensive to date. We gathered perspectives from a curated group of seasoned development and CSR professionals who bring deep expertise to the table. The resulting data serves as a vital industry-wide benchmark, identifying the strategies that are most effective today and establishing best practices for the years ahead.

This report is designed to equip you to:

- Align campaign expectations across management, boards and corporate partners.
- Identify and navigate the specific variables that influence campaign success in the current market.
- Leverage data-backed best practices to refine your overall partnership strategy.
- Develop a sophisticated understanding of the trends currently driving social engagement.

At For Momentum, we are honored to play a role in strengthening the partnerships that power positive change. We hope this research provides the clarity and inspiration you need to take your cause campaigns to the next level.

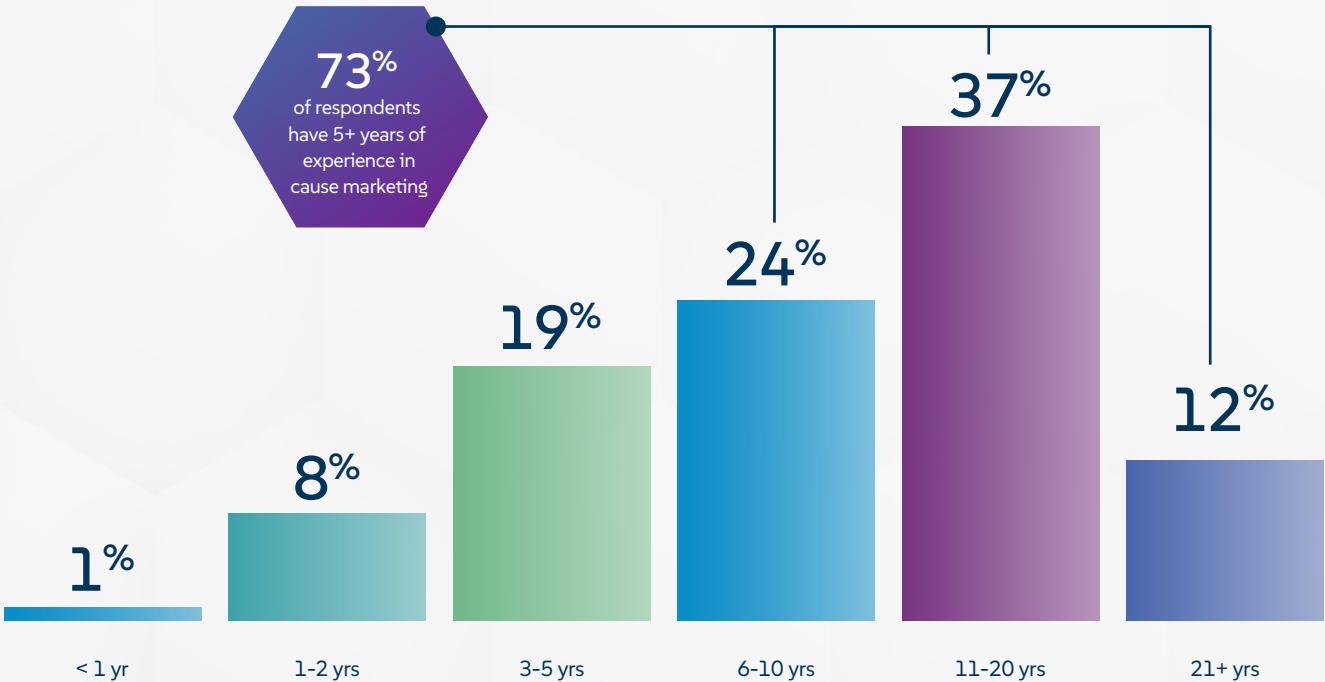


Onward in partnership,

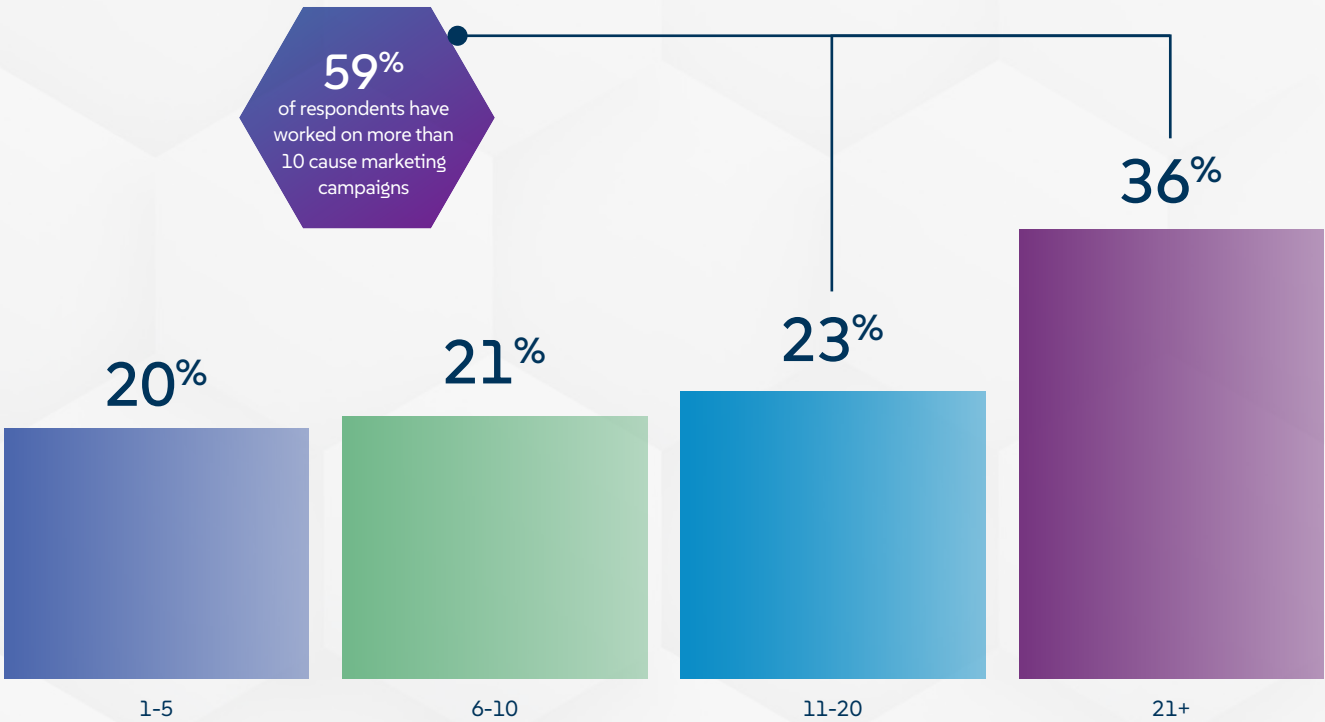
A handwritten signature in black ink that reads "Mollye".

Mollye Rhea, *President and Founder, For Momentum*

Respondent Information

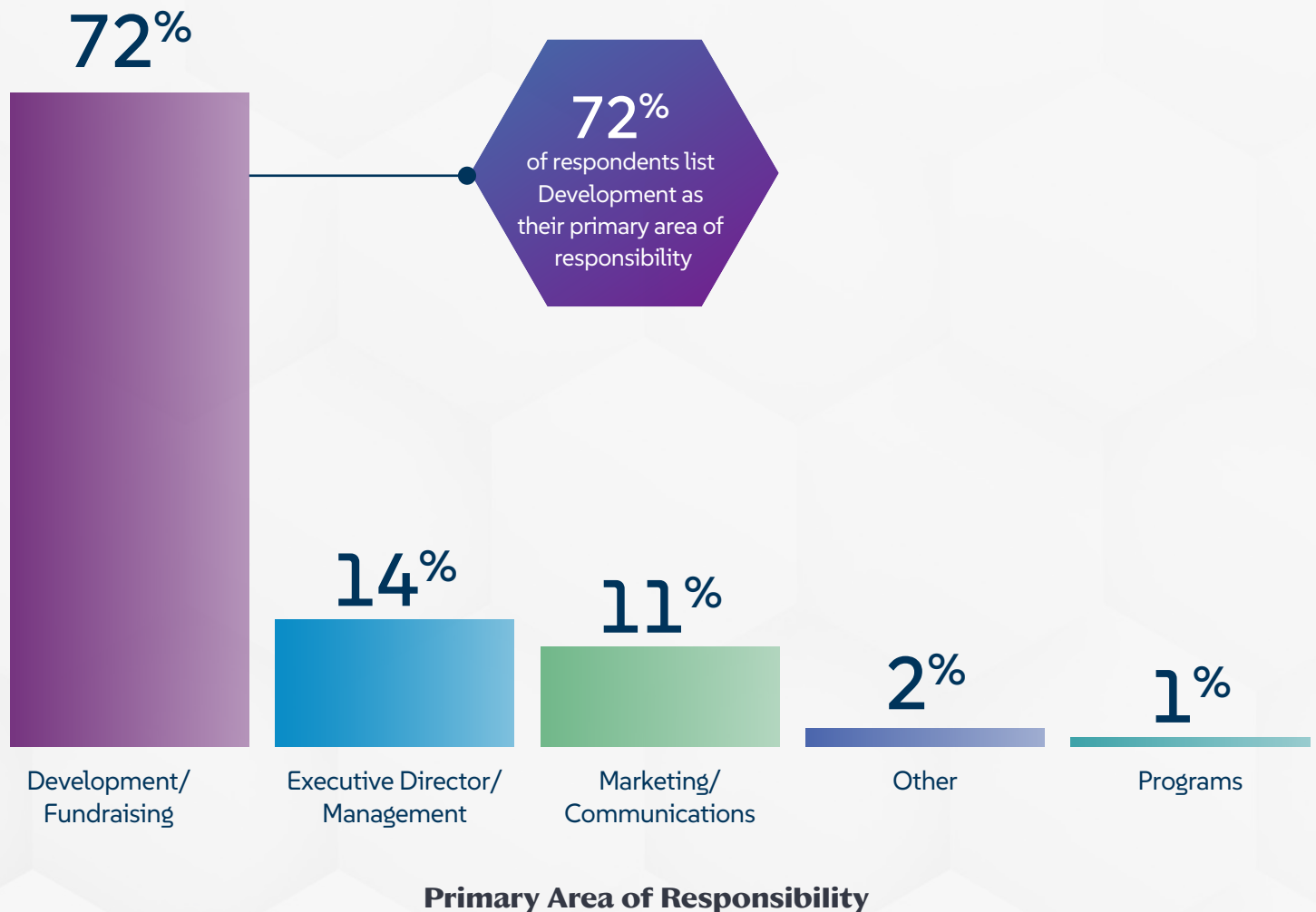


Years Experience Working in Cause Marketing



Number of Marketing Campaigns Worked On

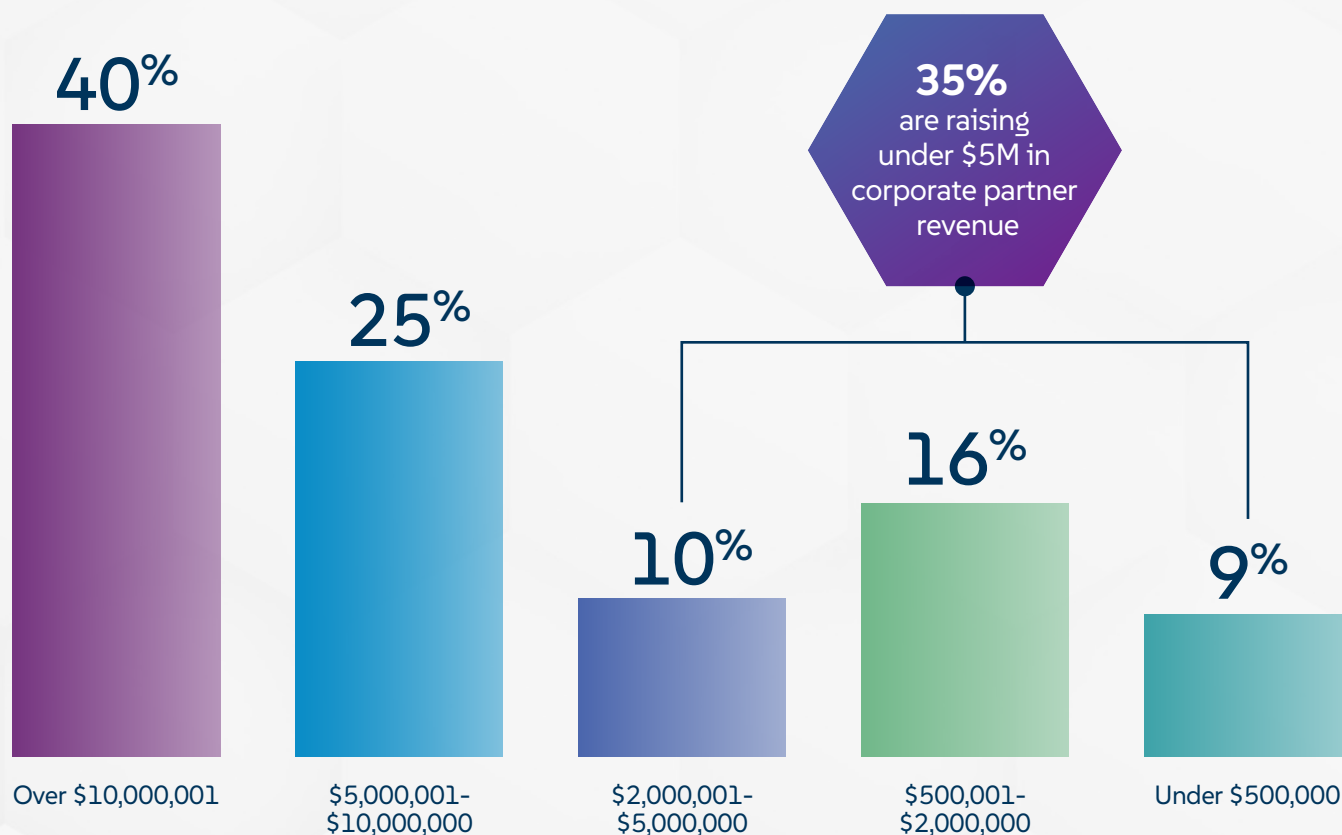
Respondent Information



Key Learnings

- The respondents to our survey are seasoned professionals with 73% reporting 6+ years of experience and 59% having worked on more than 10 cause marketing campaigns (see page 4).
- The majority of survey respondents (72%) have a primary responsibility in development/fundraising.
- However, you will see on page 11 that BIC Cause Marketing campaigns today involve multiple departments in addition to development/fundraising in developing the campaign including Marketing and Communications functions 86% of the time.

Corporate Partner Revenue Raised in Past Year



Q: How much corporate partner revenue did your organization raise in the last fiscal year?

Total Respondents N=100

Key Learnings

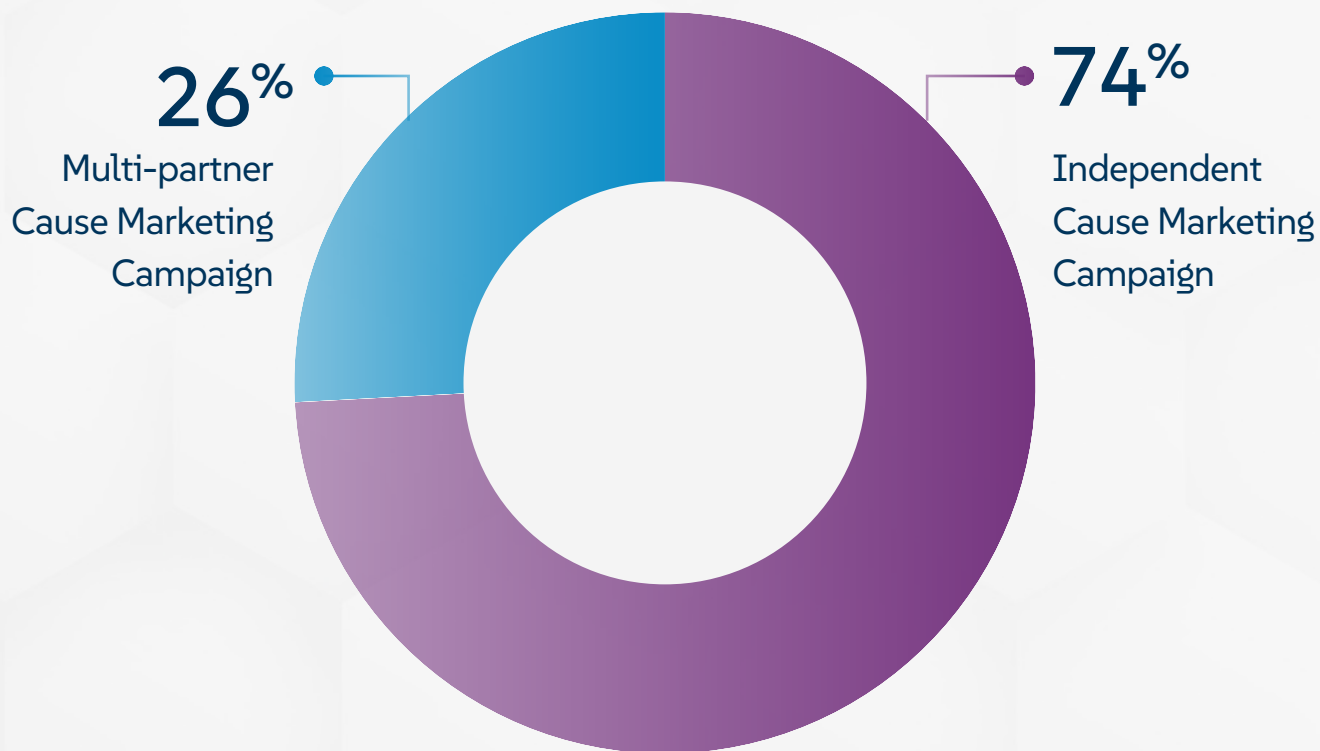
- Of the 100+ respondents to this survey, 40% of organizations are raising more than \$10M in corporate partner revenue annually.
- 25% are raising between \$5-10M in corporate partner revenue.
- A combined 35% are raising under \$5M in corporate partner revenue.



SECTION ONE

PLANNING & EXECUTION

Campaign Type



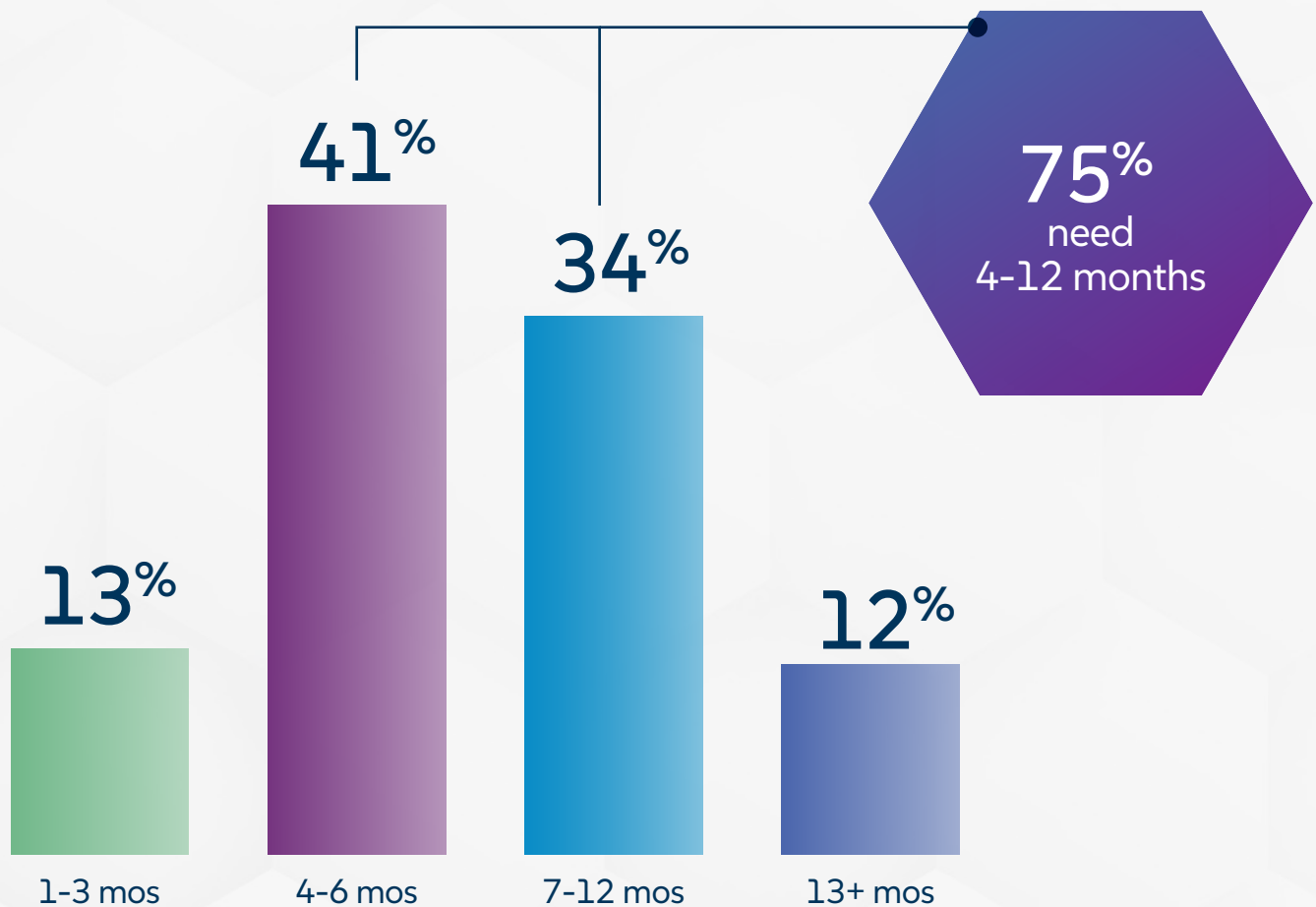
Q: Thinking about the successful campaign, was this an Independent Cause Marketing Campaign or part of a Multi-Partner Cause Marketing Platform?

Total Respondents N=116

Key Learnings

- 74% of nonprofit cause marketing professionals cite an Independent Cause Marketing Campaign as an example of their most successful campaign.

Time Needed to Create



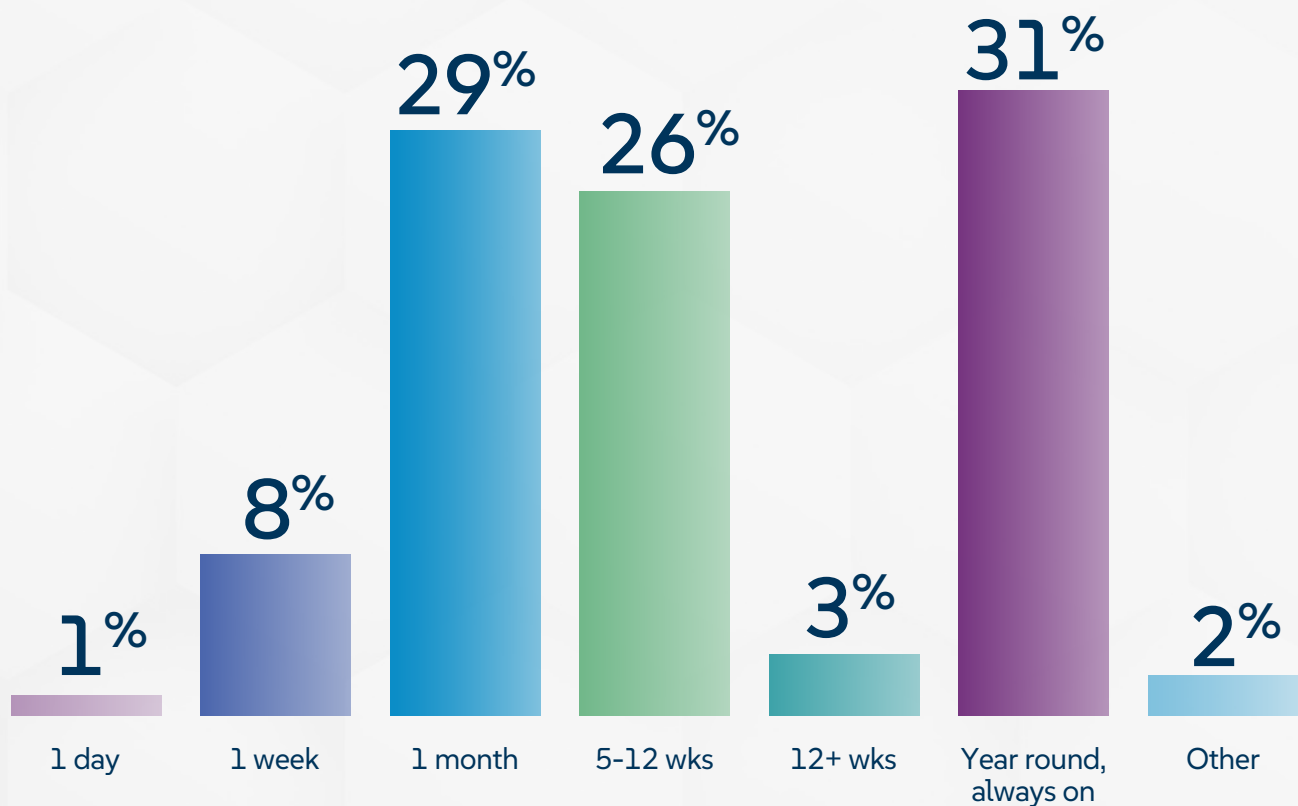
Q: How much time was needed to create an effective strategy and execution plan for your most successful cause marketing campaign?

Total Respondents N=100

Key Learnings

- Most BIC Cause Campaigns (75%) need 4 to 12 months to plan and execute.
- Directionally, planning time is shifting toward longer planning cycles with 41% citing 4-6 months (vs 31% in 2020) and 13% citing 1-3 months (vs 18% in 2020).
- Only 12% need more than 12 months in 2026 with an equal number planning in 3 months or less.

Time in Marketplace



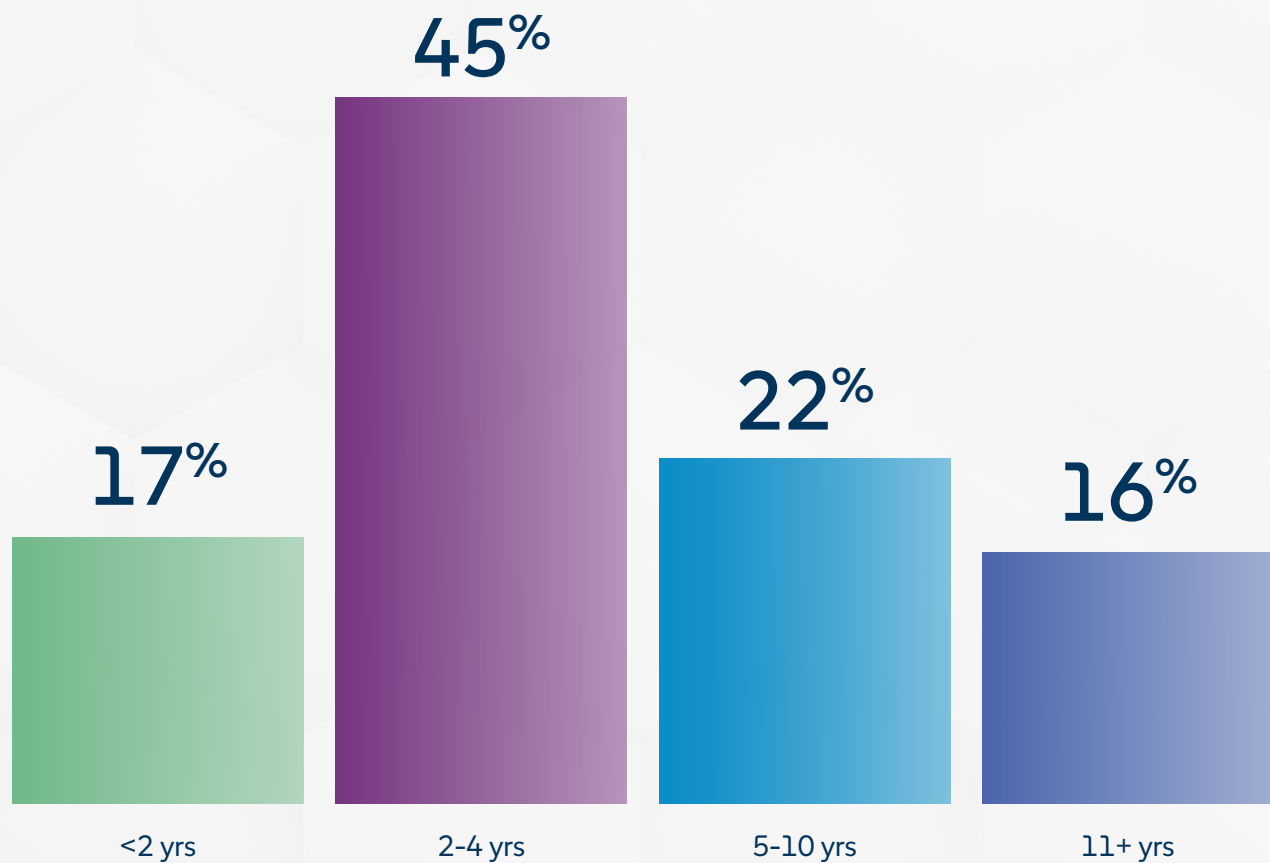
Q: Which time period most closely matches the length of time this most successful campaign spent in the marketplace?

Total Respondents N=100

Key Learnings

- More than half (55%) of BIC Cause Campaigns are featured in the marketplace for 1-3 months, which matches the most traditional schedules for corporate marketing efforts.
- Nearly a third of BIC Cause Campaigns (31%) are always on. Of note, this is an increase from the 24% reported in our 2020 BIC survey.

Time in Existence



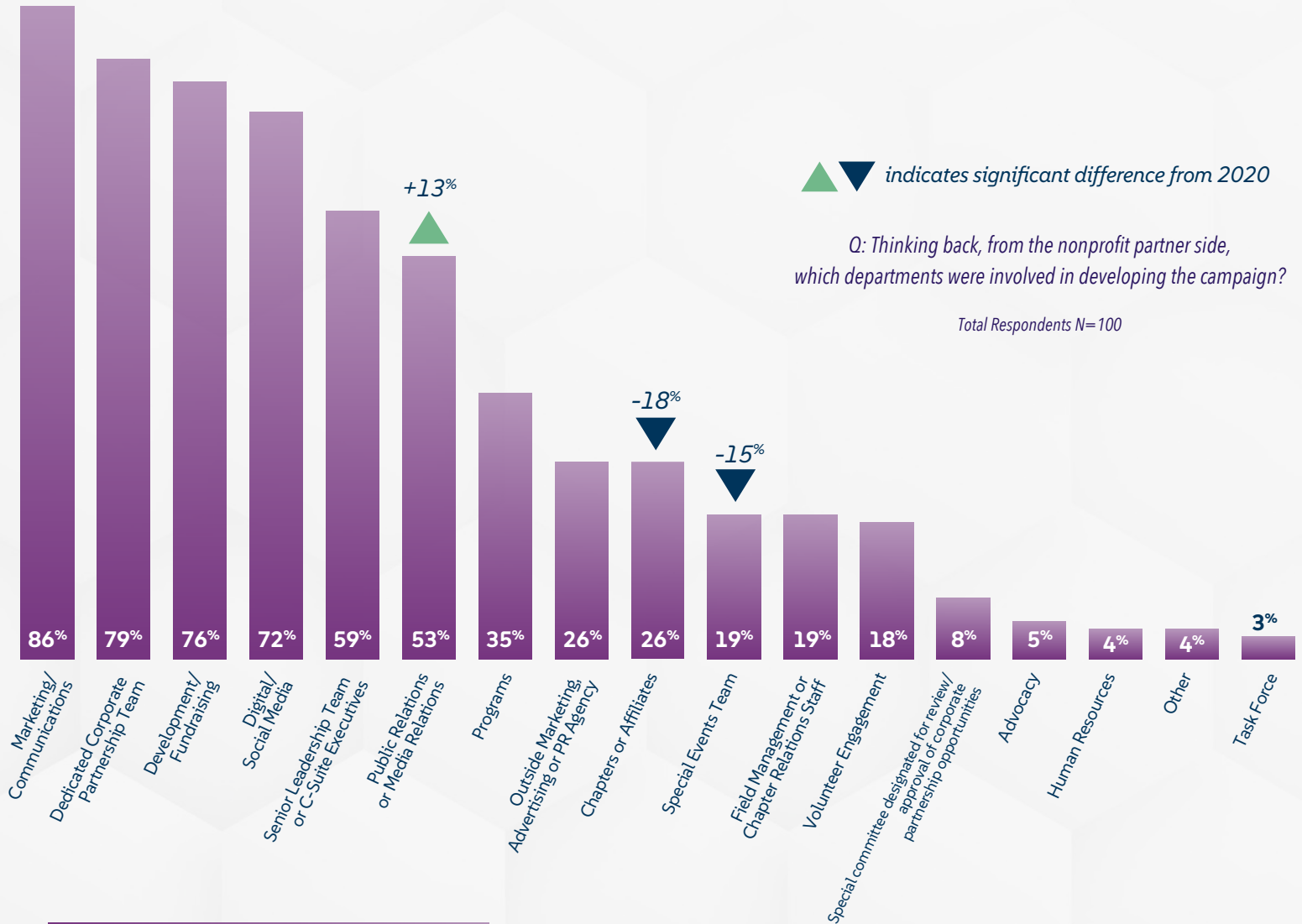
Q: How many years has this most successful campaign been in existence?

Total Respondents N=100

Key Learnings

- The BIC campaigns benchmarked have existed for an average time of 6.5 years.
- 45% of BIC Cause Campaigns have been in existence for 2-4 years.
- 38% have been in existence for 5+ years.

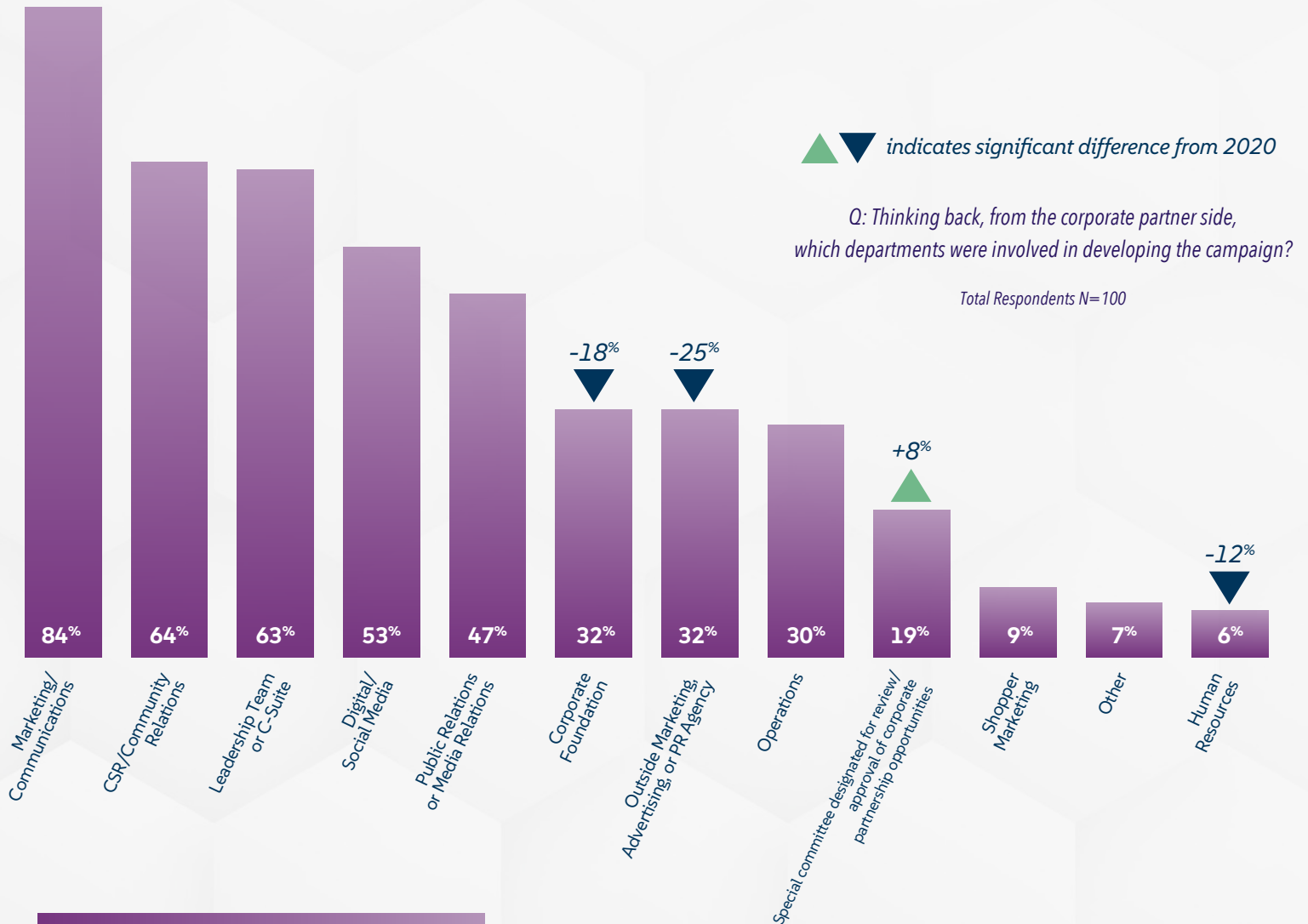
Nonprofit Departments Involved in Developing Campaign



Key Learnings

- The top three departments that nonprofit partners rely heavily on for developing BIC Cause Campaigns are marketing and communications (86%), a dedicated corporate partnership team (79%) and development/fundraising (76%).
- Of particular importance for campaign planning, nearly 9 in 10 BIC Campaigns integrate MarCom teams for BIC results.
- Of note, involvement from chapters or affiliates and special event teams has decreased since 2020.

Corporate Departments Involved in Developing Campaign



Key Learnings

- The top three departments that corporate partners involve in creating BIC Cause Campaigns are marketing and communications (84%), CSR/community relations (64%) and senior leadership or C-suite (63%).
- Of note, many corporations have decreased the involvement of outside agencies for their BIC Cause Campaigns.
- Involvement of HR teams (6%) in 2026 also decreased significantly from 2020 (18%).

BEST IN CLASS CAMPAIGN / Insights from the Experts



Deborah Barge
Chief Advancement Officer
The Trevor Project



Julie Laird Davis
SVP, Strategic Partnerships
and Individual Giving
Feed the Children



Bryan Klopach
Chief Development Officer
*Big Brothers Big Sisters
of America*



Mollye Rhea
President and Founder
For Momentum

Internal Departments Involvement in BIC

Our report revealed nonprofit partners rely heavily on these top three internal departments for developing BIC Cause Campaigns: marketing and communications (86%), a dedicated corporate partnership team (79%) and development/fundraising (76%). How do you integrate these departments into your campaign planning and execution?

Bryan: Best-in-class campaigns are never owned by one department. If cause marketing sits only within fundraising, it will always feel transactional. At BBBSA, the strongest partnerships happen when marketing, communications, corporate partnerships, development and program teams are all aligned around one shared objective: creating measurable impact while building cultural relevance. The campaigns that break through are the ones where every team understands they are helping build a brand and a movement, not just executing a campaign calendar.

Julie: I've had success with pre-planning with our internal marketing and communications department to establish a matrix of benefits, collateral materials, shared goals and guidelines of what's possible within our capabilities. Then when you are in the negotiation stage with the corporate partner bring the right person from your MarCom team along to be a part of the planning and contracting phase. By having a transparent collaboration from the start you set everyone up to succeed!

Mollye: The diversity of interdepartmental collaboration between nonprofit departments required for BIC cause campaigns mirrors the diversity of goals and engagement on the corporate funder side of the partnership equation. With corporate marcomm involvement in nearly nine of 10 benchmarked BIC campaigns, nonprofit organizations clearly must also prioritize marketing engagement and activations. Partnership teams can't work in a silo, they need the support of their colleagues, particularly in marketing and development functions, to attract and retain vital corporate engagement and commitments.

Deborah: This data supports why many leading nonprofits like The Trevor Project are introducing the strategic positions like my role as Chief Advancement Officer. This position has a comprehensive focus on revenue-generation strategies, combining fundraising, marketing and communications. These functions need to work closely together for effective cause alliances and to optimize all donor relations.

Partner Involvement Strategies

Company was heavily involved in campaign planning	75%	25%	Company was lightly involved in campaign planning
Nonprofit was heavily involved in campaign planning	83%	17%	Nonprofit was lightly involved in campaign planning
Company was heavily involved in campaign execution	84%	16%	Company was lightly involved in campaign execution
Nonprofit was heavily involved in campaign execution	64%	36%	Nonprofit was lightly involved in campaign execution

Key Learnings

- Both partners are heavily involved in BIC campaign planning and execution.
- Nonprofits are more heavily involved in planning, while companies are more heavily involved in execution.
- Nonprofits that are more heavily involved in planning or execution tend to be more likely to raise more revenue.

BEST IN CLASS CAMPAIGN / Insights from the Experts



Tony Barnett
Vice President, Marketing
Operation Homefront



Bryan Klopach
Chief Development Officer
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Involvement of Both Partners in Planning and Execution

Every BIC Cause Marketing Campaign starts with a unique value proposition and great planning. According to the professionals who participated in our survey, the most successful campaigns have heavy involvement in both the planning and execution phase from both sides of the partnership. What is your best advice for keeping both your internal team and the corporate partner team engaged throughout both planning and execution to create a winning campaign?

Tony: The strongest campaigns are built when both sides feel equal ownership from Day One. That means aligning early on shared KPIs, not just funds raised, but brand, engagement, and storytelling outcomes. I've found success by establishing a joint working cadence, clear decision rights and integrated project management tools so neither side operates in a silo. When both teams see how their contributions ladder up to impact, engagement stays high through execution.

Bryan: The best cause partnerships stop acting like sponsorships and start acting like movements. The biggest mistake organizations make is treating the nonprofit as the "mission side" and the company as the "funding side." The strongest campaigns are built when both teams are equally invested in strategy, storytelling, execution and outcomes from Day One. At BBBSA, we've found that when everyone, from marketing to operations to program/impact, feels ownership of the mission, the partnership becomes faster, bolder and far more culturally relevant.

Julie: Having clear goals and an understanding of the timeline that you will work on together is critical to managing a successful campaign. Managing expectations of who can deliver on each element of the campaign is important during the planning phase. Are there ways to simplify expectations? Both companies and nonprofits have fewer people doing more. Always buffer your timeline!

Mollye: Active engagement and execution by both parties is the biggest differentiator between an entry-level cause promotion and a true best-in-class campaign. When one side works in a silo, featuring the other partner in name only, it results in a monotone effort which lacks necessary authenticity. Collaborative efforts build on each partner's assets, reach shared goals and amplify the ROI for both partners, which is why BIC campaigns repeat and grow, year after year.



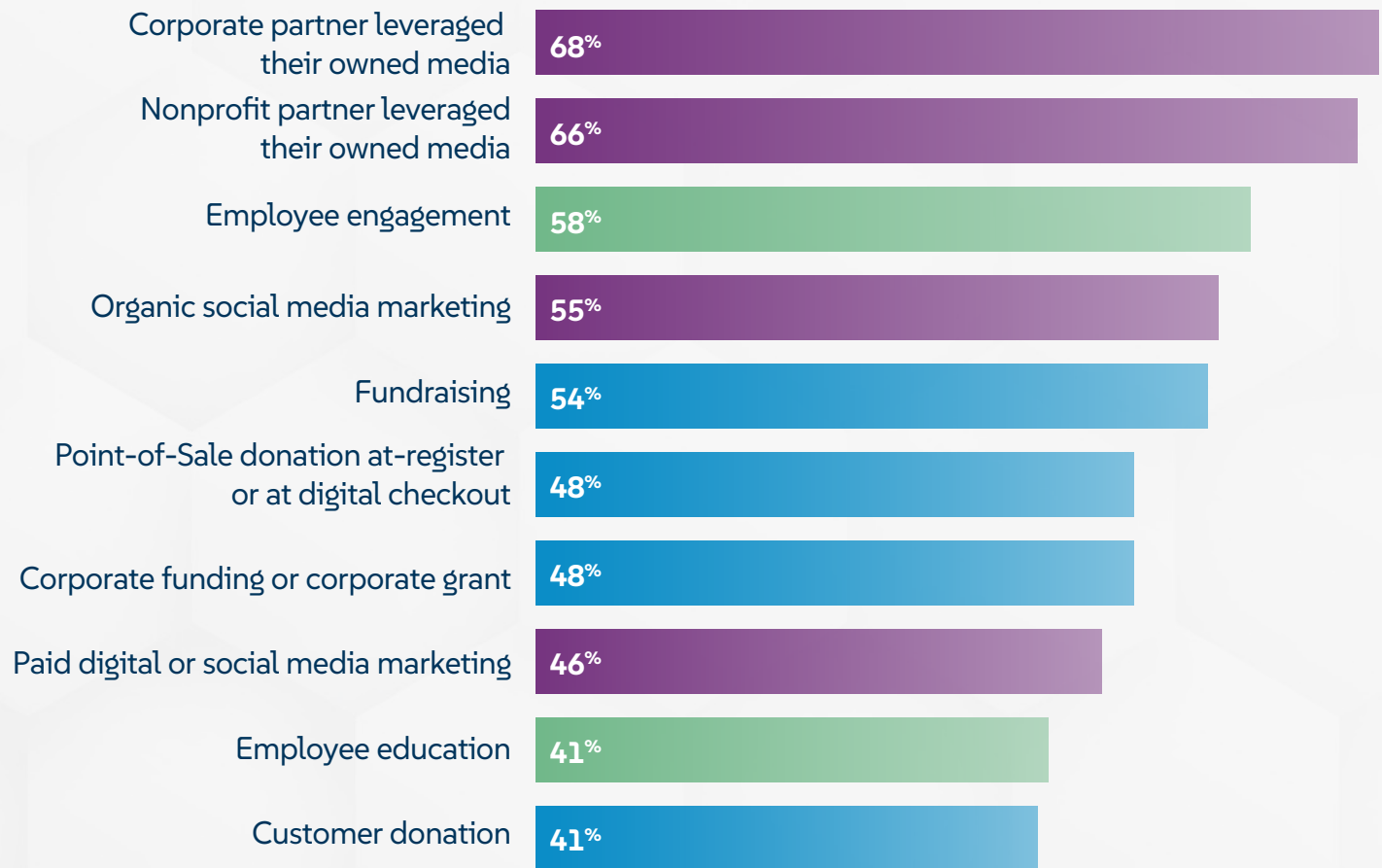
SECTION TWO

ACTIVATIONS

All Campaign Activations



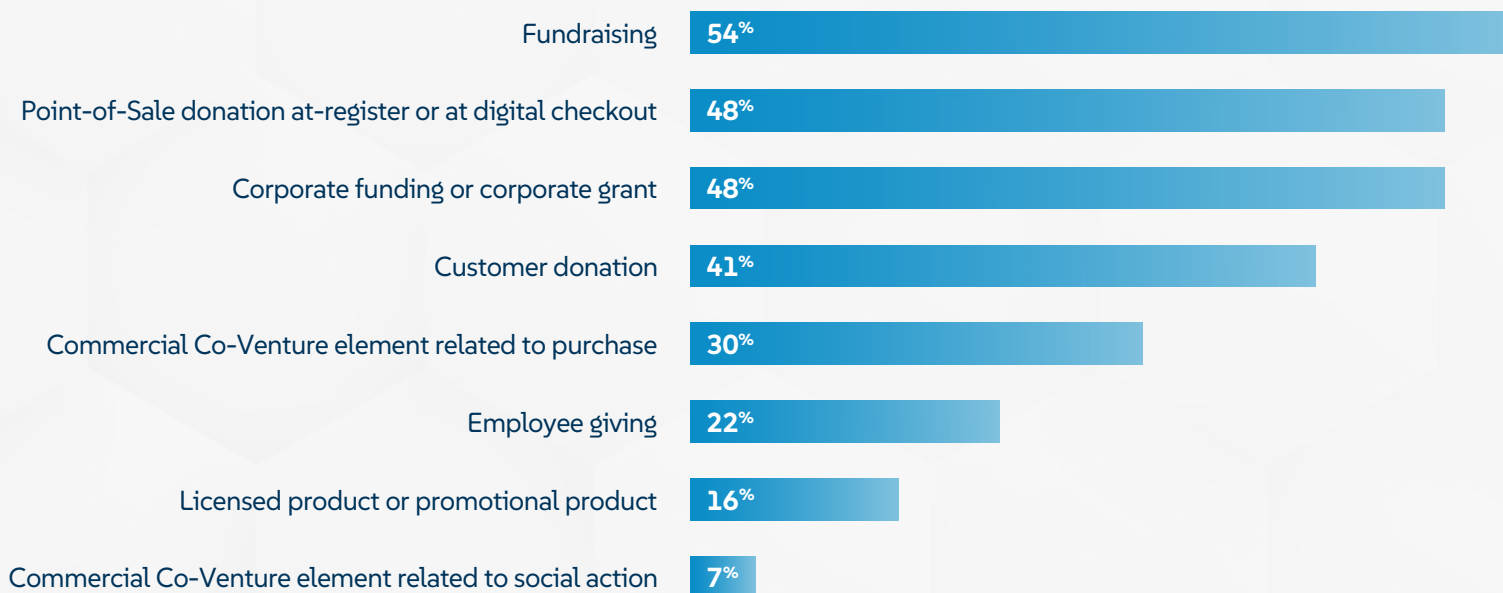
Top Ten Activations



Key Learnings

- When looking at the top 10 activations leveraged in BIC campaigns in 2026, we see more than $\frac{2}{3}$ of the campaigns leveraging owned media assets and about half citing organic and paid strategies.
- Of note, employee engagement ranks in the 3rd spot with 58% incorporating this activation. Employee education is also a top 10 activation strategy.
- A range of consumer fundraising strategies made the top 10 list, including POS and customer donations.
- Of note, fundraising strategies cite an equal number of POS activations as corporate funding/grants at 48%. While the POS number is consistent with previous data, corporate grants were higher in our 2020 study (61%).

Activations/Fundraising



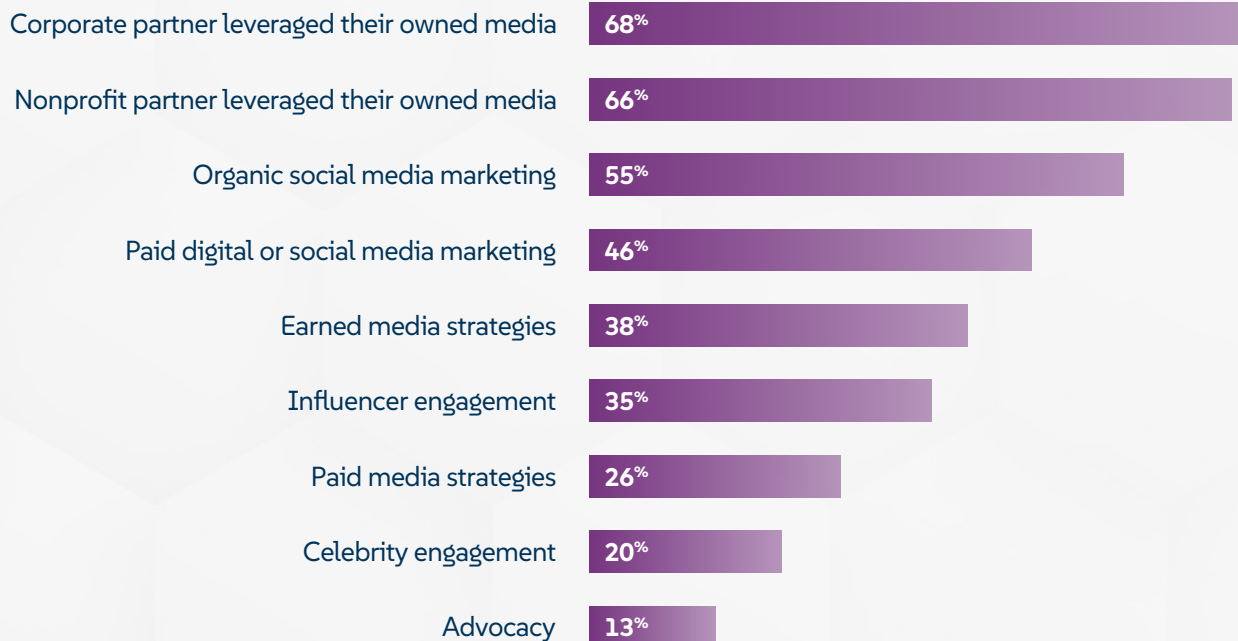
Q: Which of the following activations were a part of this successful campaign? Please select all that apply from category of activation elements below.

Total Respondents N=116

Key Learnings

- Today's BIC Cause Marketing Campaigns include fundraising activations about half of the time (54%).
- Leading consumer-facing fundraising strategies include POS donations (48%), customer donations (41%) and commercial co-venture offers (30%).
- Of note, nearly half (48%) of BIC Campaigns involve corporate funding/grants, indicating companies are dedicating their own funds in addition to raising funds through consumers and employees.

Activations/Marketing



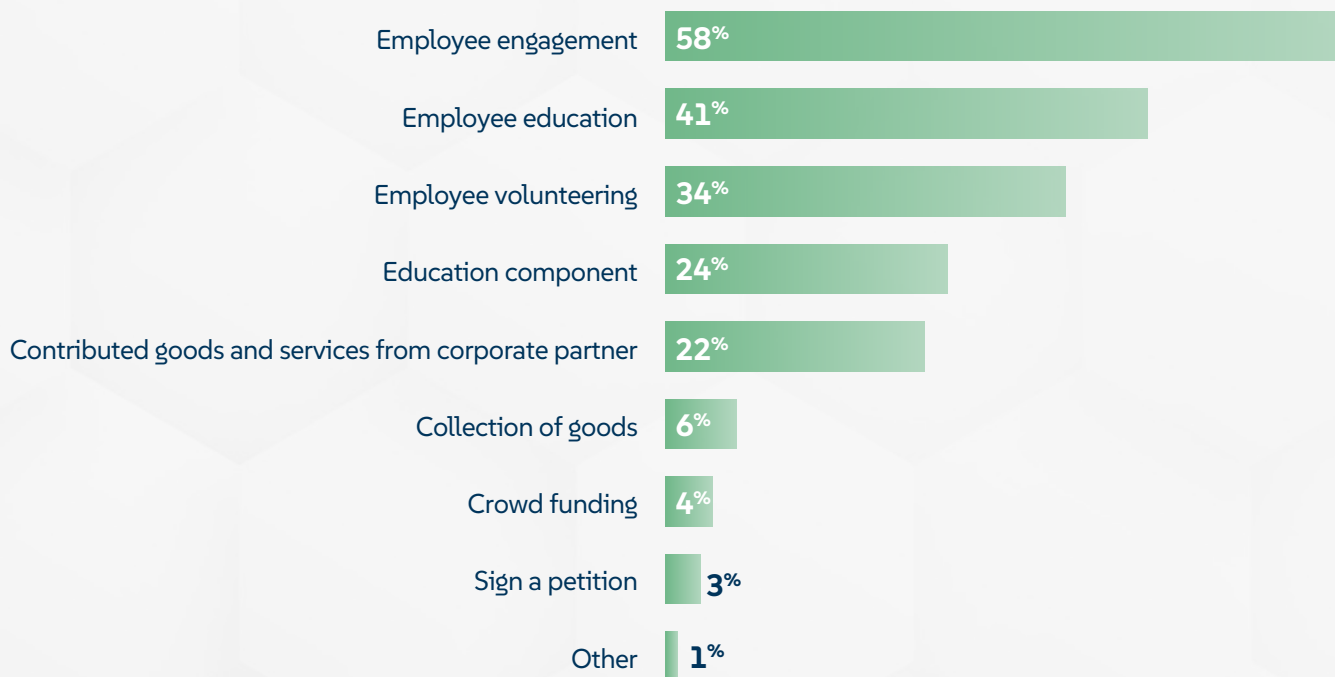
Q: Which of the following activations were a part of this successful campaign? Please select all that apply from category of activation elements below.

Total Respondents N=116

Key Learnings

- Leveraging the owned media of both the corporate partner and nonprofit partner topped the charts for the media strategies most commonly utilized for BIC Cause Campaigns. These strategies were cited by more than 2/3s of respondents.
- Of note, in this 2026 benchmark of BIC Cause Campaigns, Marketing activations outpaced fundraising activations (see page 19) in three categories: corporate owned media (68%), nonprofit owned media (66%) and organic social media (55%).
- The heavy presence of marketing activations in today's BIC Campaigns tracks with data found on pages 11-12 that marketing personnel are involved in ~85% of the time.

Activations/Other



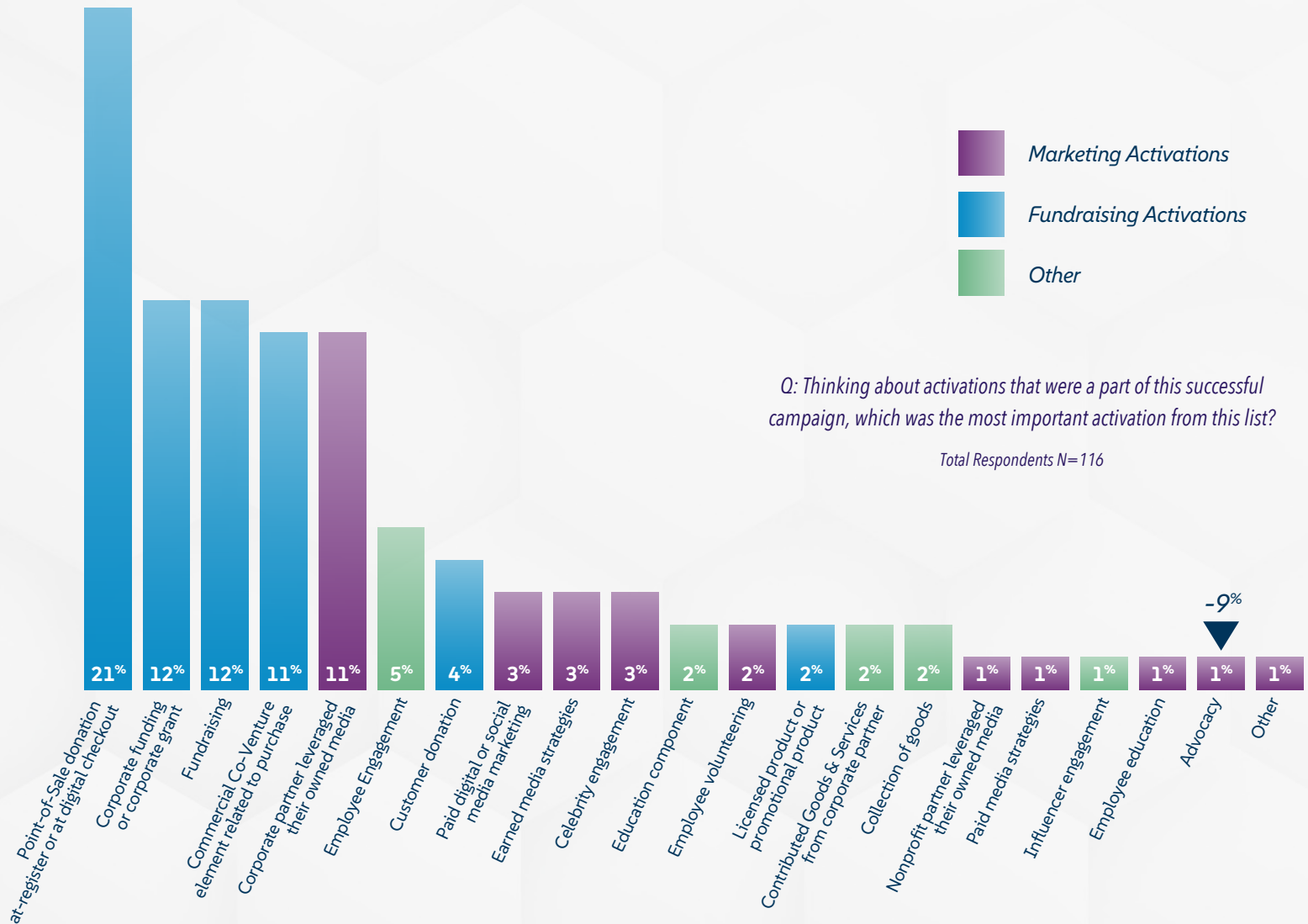
Q: Which of the following activations were a part of this successful campaign? Please select all that apply from category of activation elements below.

Total Respondents N=116

Key Learnings

- Employee-focused activations in BIC Cause Marketing Campaigns are on the rise, with employee engagement (58%) ranking as the 3rd most prevalent activation (see page 18) .
- Employees are being engaged in corporate/nonprofit campaigns in a variety of ways such as employee education (41%), employee volunteering (34%) and employee giving (22% as featured on page 19).
- BIC Cause Campaigns are also integrating other activation strategies. Of note, nearly a quarter (24%) of BIC Campaigns integrate educational elements and 22% include contributed goods and services from the corporate partner.

Most Important Campaign Activations



Key Learnings

- With this survey being completed predominately by development and fundraising professionals, it is not surprising that fundraising strategies dominated the top 5 most important activation strategies.
 - Point-of-Sale (21%) is still cited as the most important activation strategy.
 - When combined, 62% ranked a customer fundraising strategy as a most important activation.
- Additionally, when combined, 27% rated a marketing activation as most important.

Biggest Impact

Raised funds for the nonprofit partner

59%

Increased awareness and public reputation of either or both partners

17%

Increased awareness of the issue

10%

Generated revenue/business results for the corporate partner

5%

Increased donor acquisition and/or donor engagement

3%

Enhanced employee morale and/or employee engagement

3%

Had a positive impact on advocacy or public policy

1%

Advanced the ability to differentiate either partner from their competition

1%

Improved company culture

0%

Increased customer engagement and/or loyalty

0%

Q: What was the biggest impact you felt with this most successful campaign?

Total Respondents N=100

Key Learnings

- Among nonprofit practitioners, fundraising (59%) remains the biggest impact of BIC Cause Campaigns.
- Increased awareness and public reputation of either or both partners (17%) had the 2nd biggest impact.
- Increased awareness of the issue (10%) rounds out the top three.

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The Trevor Project



Bryan Klopach
Chief Development Officer
Big Brothers Big Sisters of America



Tony Barnett
Vice President, Marketing
Operation Homefront



Mollye Rhea
President and Founder
For Momentum

BIC Campaign Activations

When looking at the overall BIC 62% ranked a customer fundraising strategy as a most important activation. Additionally, when combined, 27% rated a marketing activation as most important. We know BIC campaigns take a mixture of both, can you share your perspective on how fundraising and marketing work together in BIC partnerships?

Tony: Fundraising and marketing are inseparable in high-performing campaigns. Fundraising drives the transaction, but marketing drives the emotion and urgency behind it. The best campaigns create a clear, simple action for the consumer, supported by compelling storytelling that reinforces why it matters. When those two elements are aligned, you see both stronger revenue performance and deeper brand equity for both partners.

Bryan: Fundraising and marketing are most powerful when they stop operating in separate lanes. The strongest campaigns use marketing to create emotional connection and cultural visibility, which then fuels participation and fundraising. In turn, the fundraising creates real impact stories that strengthen the brand narrative even further. The best cause campaigns today don't just ask consumers to give; they invite them to join something bigger than themselves.

Mollye: It is not surprising that nonprofit survey respondents ranked a fundraising strategy as the most important activation. That said, based on additional data cited in the survey such as the top 10 activations on page 18, leveraging corporate owned media (68%) as well as nonprofit owned media (66%) are clearly essential campaign elements that lay the foundation for the desired fundraising success. In BIC partnerships, fundraising is not thriving without essential support from marketing.

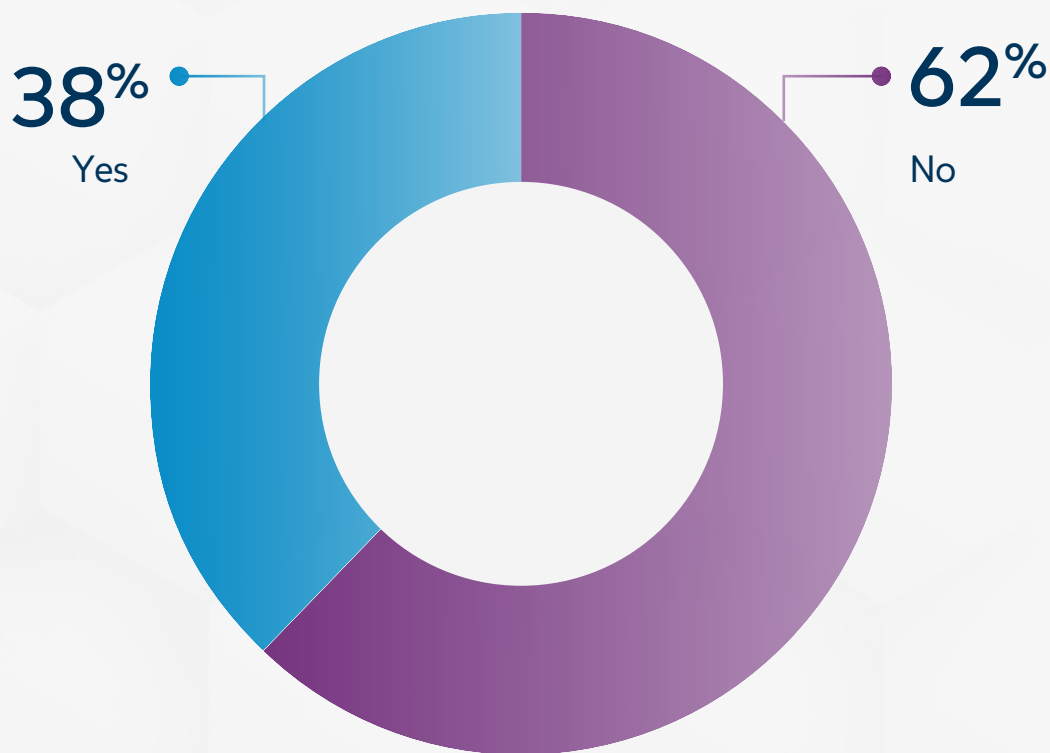
Deborah: For our most successful campaigns across the industry, the elevation of the partnership through partner owned and activated marketing is critical. Their reach and influence will break through to consumers and participants in volume the cause typically can't reach. However, on the cause's side, it is our strategic opportunity to elevate the brand and partnership with our trusted outlets that bring nontraditional media and promotion to the partnership including our industry aligned trades, our peer-to-peer programs, and our volunteer audiences. When we are most creative in amplifying our efforts together we maximize both entities' brands to ensure success while also balancing the need to ensure the brand stays authentic to its fans and customers and the cause to the people it serves



SECTION THREE

REVENUE

Require Guaranteed Minimum



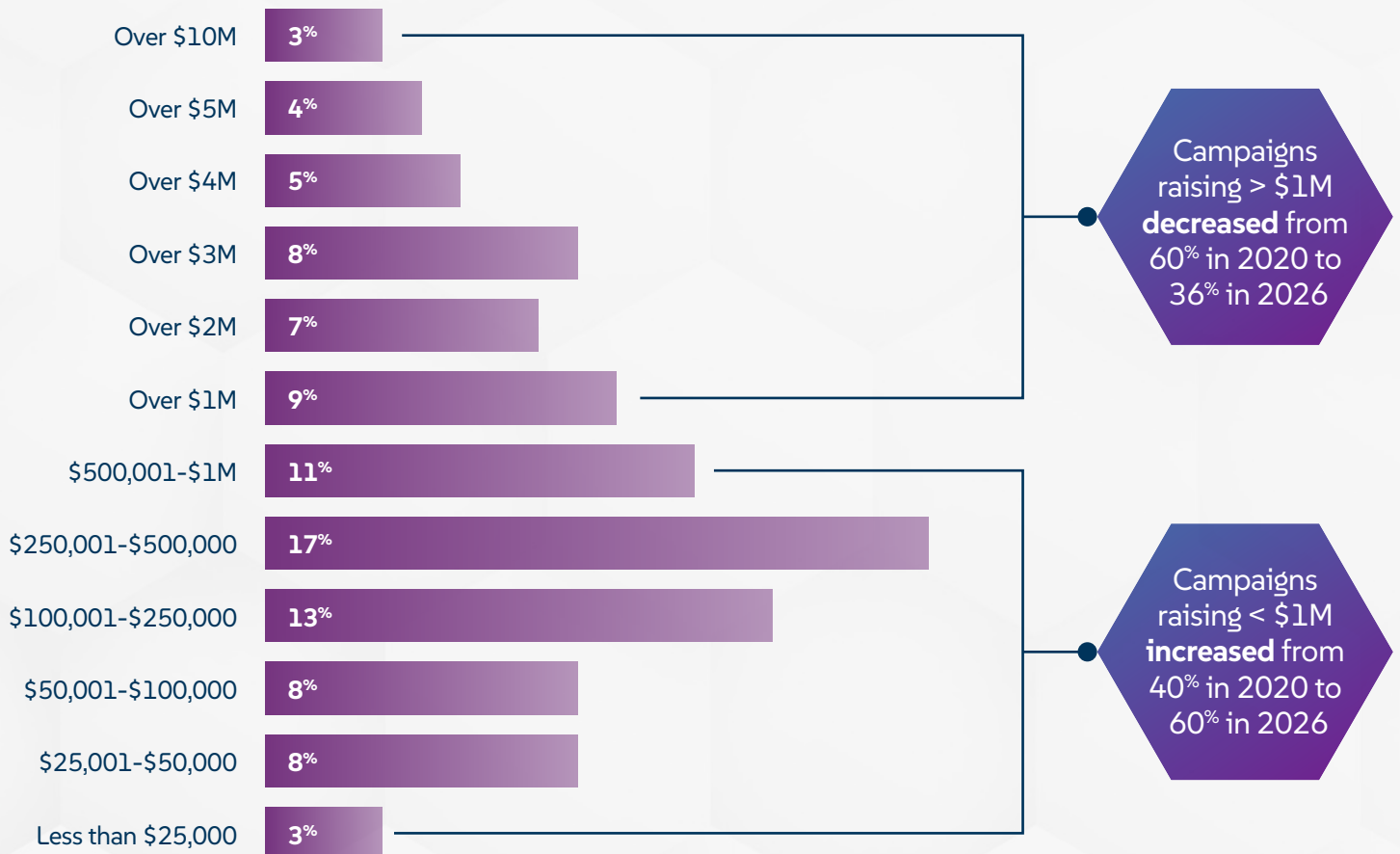
Q: Did you require a guaranteed minimum for this most successful campaign?

Total Respondents N=100

Key Learnings

- 62% of nonprofits do not require a guaranteed minimum for their BIC Cause Campaign.

Revenue Raised by Most Successful Campaign



Q: The last time this campaign was activated, how much did it raise for the nonprofit?

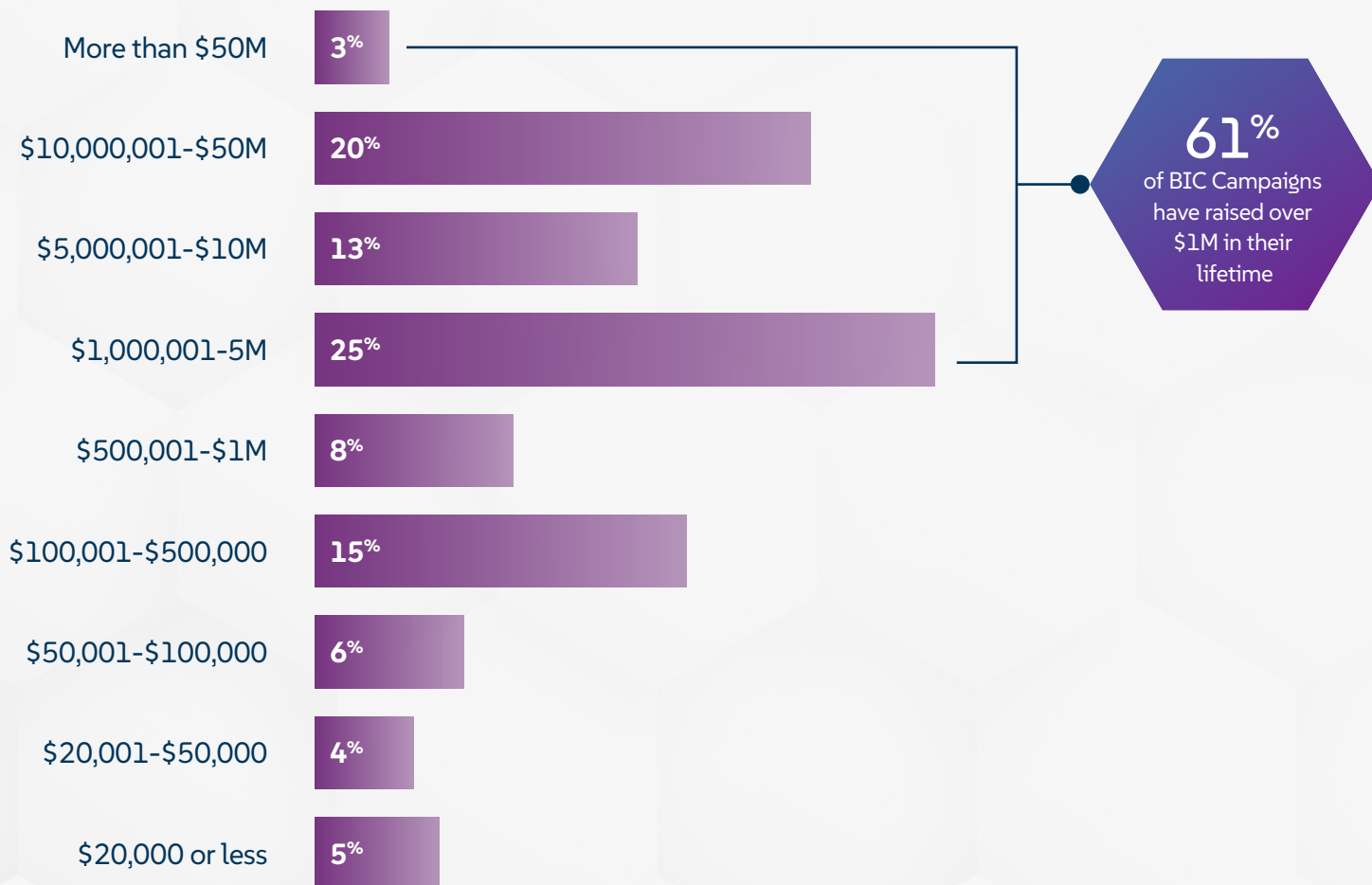
*4% indicated the campaign was not designed to raise funds

Total Respondents N=100

Key Learnings

- The most commonly cited revenue for BIC Campaigns was between \$250-500K the last time the campaign was activated.
- Only about a third (36%) are raising over \$1M (vs. 60% in 2020).
- 60% of campaigns raised less than \$1M (up from 40% in 2020).

Lifetime Revenue Raised

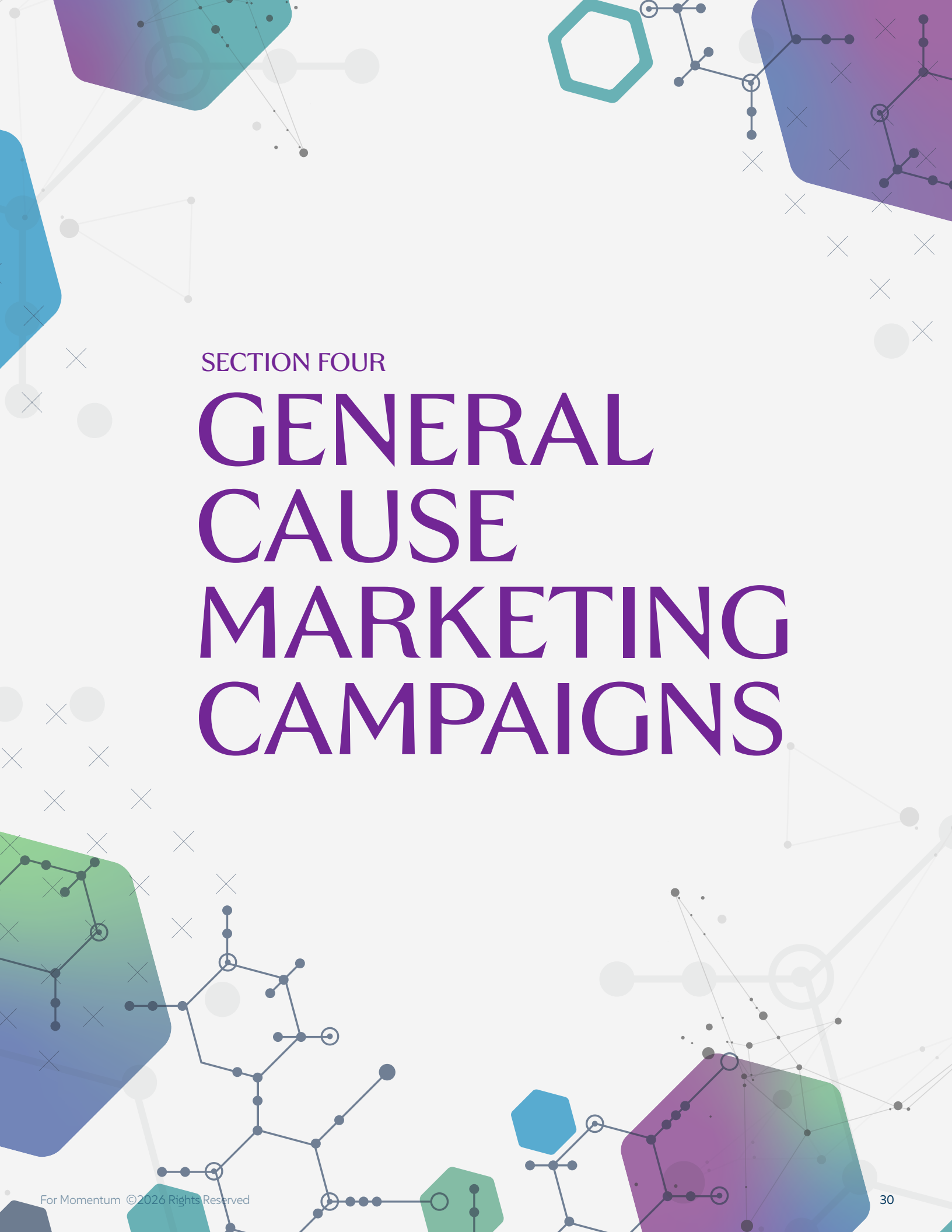


Q: Approximately how much has this successful campaign raised over its lifetime?

Total Respondents N=100

Key Learnings

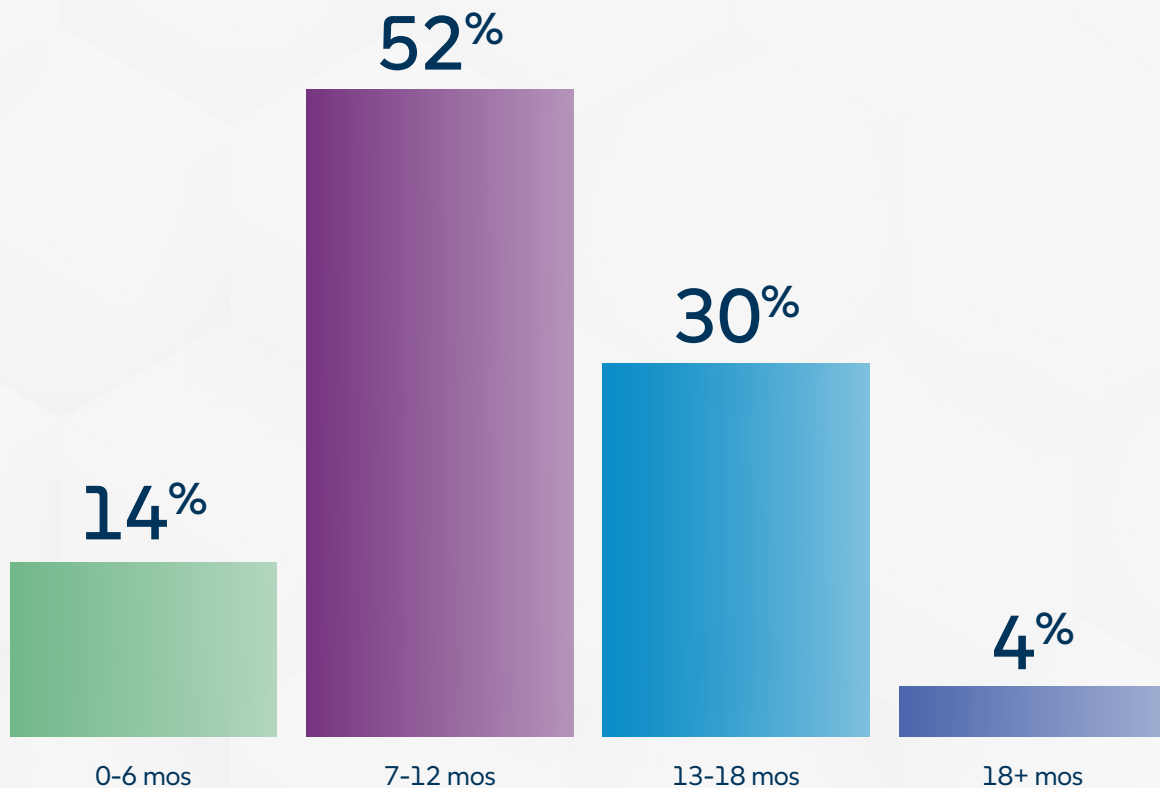
- Over their lifetime, BIC Cause Campaigns can raise significant revenue for nonprofits with over half (61%) raising over \$1M and nearly a quarter (23%) raising over \$10M.
- Taking a look at the averages across all respondents, BIC Campaigns are in the marketplace for 6.5 years and raise \$9.6M dollars (median is \$2M).

The background of the page is a light gray with a complex network of thin black lines connecting small black dots. Overlaid on this network are several large, semi-transparent polygons in shades of blue, purple, and green. Some of these polygons contain internal network structures. Scattered throughout the background are small 'x' marks and circles.

SECTION FOUR

GENERAL CAUSE MARKETING CAMPAIGNS

Time to Secure Commitment



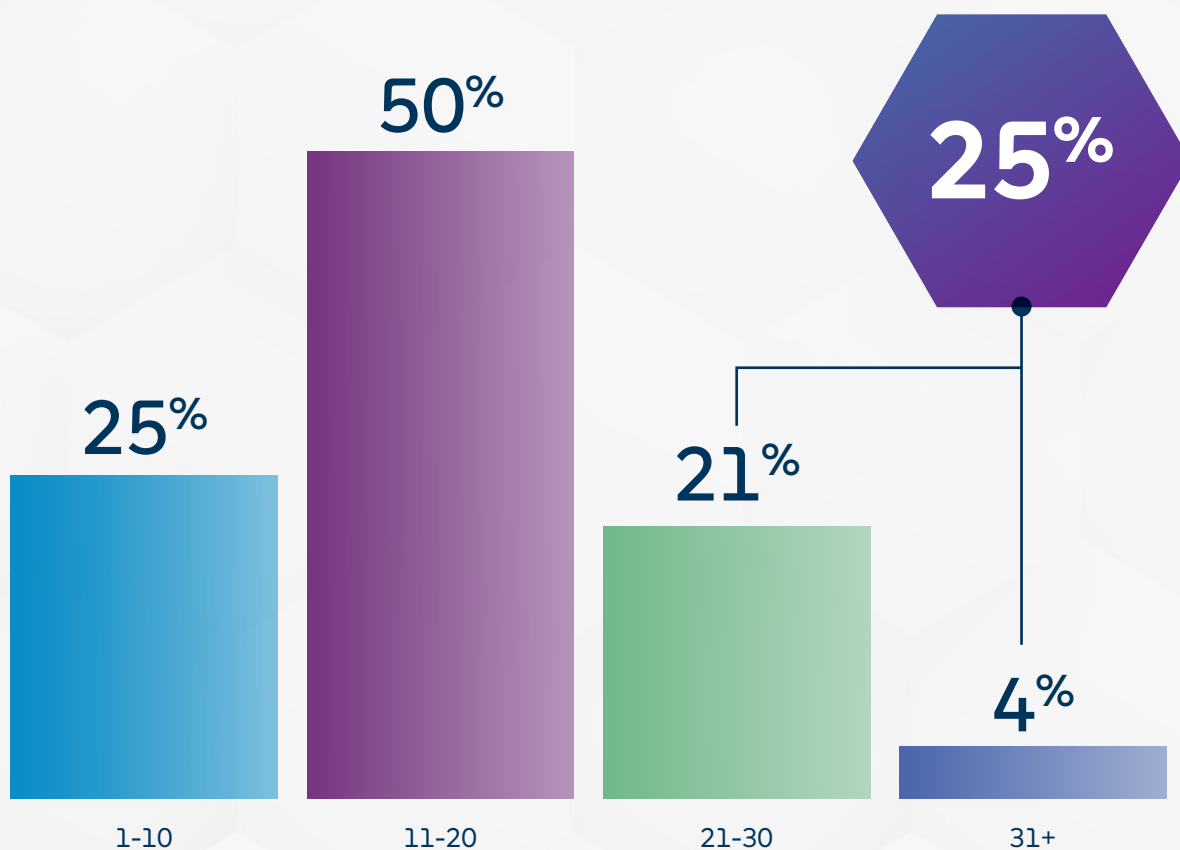
Q: When pursuing a NEW cause marketing partner prospect, what is the average number of months it takes to secure a commitment after having an initial conversation with a prospective corporate partner?

Total Respondents N=100

Key Learnings

- More than half of nonprofit cause practitioners (52%) indicate it takes 7-12 months to secure a commitment for a cause marketing campaign after the initial conversation with a prospect.
- 30% indicate a longer timeline of 13-18 months to secure a commitment with a new prospect.
- Collectively, 86% report that it takes longer than 6 months to secure a commitment after an initial conversation.

Number of Touchpoints to Secure Commitment



Q: When pursuing a NEW cause marketing partner prospect, what is the average number of total touchpoints (including emails, calls, meetings) it takes your organization to secure a commitment?

Total Respondents N=100

Key Learnings

- Securing a commitment is a high touch process.
- Half of nonprofit cause professionals (50%) indicate it takes 11-20 touchpoints to secure a commitment.
- A quarter (25%) indicate it takes 20+ touchpoints.

BEST IN CLASS CAMPAIGN / Insights from the Experts



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Touchpoints and Time it Takes to Secure a New Partner

How do these numbers track with your own/your team's experience in the amount of time it takes to secure a corporate partner?

Deborah: We've seen a big trend of brands going to single cause versus pivoting from month-to-month or supporting rotating affinity months. This points to increased timeline and process for corporate decision makers to thoroughly vet and consider a partner who can activate across multiple activations and goals for brand, ERG, point of sale, etc. These multi-factor goals require multi-faceted planning and that takes time. The single cause can help a brand and cause better maximize their efforts and support the continued reduction of the social purpose teams within brands to balance their big goals with limited resources.

Mollye: While these numbers can feel daunting, they are very much in line with general B2B sales stats. Google search and AI tools cite eight as the average number of attempts to secure a meeting and 1-50 touch points to make a sale depending on the prospect's buying stage. Unfortunately, nonprofit development professionals are under pressure to produce corporate revenue more quickly than can realistically be achieved. Hopefully this data will help in managing expectations. Given that 75% report 11 or more touch points to close a deal, craft your timing estimates accordingly. For example, if you achieve a touch point every two weeks, you will need at least six months to complete 11 touchpoints, and I think we can all agree that is an aggressive timeline. Plan for seven-18 months to let the conversations unfold and have the necessary time to breathe, and you will likely have much higher success hitting your goals.

Bryan: These numbers feel very consistent with what we are seeing across the sector. The era of quick transactional sponsorships is fading, especially for companies looking to make credible social impact commitments. Today's strongest partnerships require deeper alignment across brand, workforce, culture, community investment and employee engagement priorities. It often takes longer to build, but the upside is significantly greater because the partnership becomes embedded into the company's identity rather than existing as a short-term campaign.

The background features a complex network of interconnected nodes and lines, resembling a molecular structure or a data network. Several large, semi-transparent hexagons in shades of blue, green, and purple are overlaid on this network. The overall aesthetic is modern and technological.

SECTION FIVE

FUTURE EVOLUTIONS & CHALLENGES IN CAUSE

Biggest Challenge Faced

Keeping campaign feeling fresh over several years

28%

Internal operational challenges/activations

20%

Internal capacity issues

19%

External challenges of managing relationship/
expectations of corporate partner

10%

Internal marketing/communications team
not delivering on promotional benefits

9%

Other

9%

Funding

4%

Q: What was the biggest challenge you faced with this most successful campaign?

Total Respondents N=100

Key Learnings

- Keeping the campaign fresh over several years is the biggest challenge of BIC Cause Campaigns (28%), cited by over a quarter of respondents.
- Rounding out the top three challenges are internal operational challenges (20%) and internal capacity issues (19%).

BEST IN CLASS CAMPAIGN / Insights from the Experts



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Operation Homefront



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Top challenges in developing a BIC Campaign

There have been many hurdles nonprofit partnership professionals have faced since we last completed this research in 2020. Even the best of teams have had to be more agile in planning and executing campaigns over the last few years. The top three challenges that rose to the top in 2026 are: keeping the campaign fresh over several years (28%), followed by internal operational challenges (20%) and internal capacity issues (19%). Does one of these top challenges resonate with you? Can you share a few sentences about how you've navigated it?

- Bryan:** Keeping campaigns fresh over multiple years is absolutely the biggest challenge and honestly, many partnerships fail because they become too comfortable. Audiences move fast, culture moves fast, and consumers (and employees making the ask!) can tell immediately when a campaign is running on autopilot. We've worked hard to continually reinvent activations, storytelling and engagement opportunities so partnerships feel alive rather than recycled. Longevity only matters if relevance grows alongside it.
- Tony:** Internal operational challenges and capacity constraints definitely resonate, especially as campaigns become more complex over time. One of the biggest shifts we made was moving away from spreadsheets to Monday.com to manage campaign workflows and partner deliverables. That transition gave us better transparency, reduced manual tracking, and allowed the team to scale without adding significant headcount. It's been a game changer in how we manage both internal workload and external partner expectations.
- Julie:** I've found that having strategic leadership checkins 1–2 times a year help to keep campaigns fresh. When the leadership of the company and the non-profit connect, we can get into conversations not only about the campaign achieving goals but also get ahead of any strategic direction changes that might be happening for either party that need to be considered. New ideas are often sparked!
- Mollye:** These challenges make sense in today's resource-constrained partnership environment and add perspective to other industry findings. In [For Momentum's 2025 survey of corporate decision makers](#), 52% reported ending nonprofit cause relationships over poor stewardship, including stale activities, and 27% cited their own resources and capacity issues as a top challenge in corporate partnerships. Nonprofit professionals need to focus their efforts on effective relationship management and organic growth opportunities.

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President
and Founder
For Momentum

Future evolution of cause marketing campaigns

In your opinion, how might cause marketing campaigns need to evolve in the next 5 years to be relevant and have an impact?

Deborah: Data and insights from our Gen Alpha and Gen Z, share their expectations that the brands they love demonstrate purpose in authentic ways. They expect their causes to share their impact tangibly and with transparency and they want to be hands-on with those causes. As we think about the future of cause marketing, finding the balance of displaying your brand trust.

Tony: Over the next five years, campaigns will need to become more personalized, more transparent, and more integrated into everyday consumer behavior. Audiences increasingly expect to see real impact, not just messaging, so data and storytelling will need to work together more seamlessly. There will also be more pressure for authenticity, meaning partnerships must feel natural and values-aligned, not opportunistic. The campaigns that win will be the ones that create genuine connection, not just awareness.

Bryan: Cause marketing campaigns over the next five years will need to move from awareness campaigns to relevance platforms. Consumers, especially younger generations, are increasingly skeptical of performative social impact and expect companies to demonstrate measurable commitment, authenticity, and consistency. The future belongs to partnerships that integrate fundraising, storytelling, employee engagement, volunteerism, advocacy and measurable outcomes into one cohesive ecosystem. The brands and nonprofits that win will be the ones that can prove they are not just marketing against culture, but are actively helping shape it.

Julie: We will need to continue to be flexible, consider the goals of the company, and continue to find ways to innovate. Consider how to continue to build equity in your brand and messaging through stacking unique partner activations across consumer activities, employee engagement, social media, website, influencers advertising and PR. Frictionless payment methods will fuel generosity.

Mollye: In predicting what things will be necessary for success 5 years from now, it is interesting to reflect on evolutions in the ~5 years since our first BIC study. Many trends we saw then are even stronger now, and I predict will continue to increase in importance for success. Specifically, multi-faceted activations will be a key to success with both partners actively engaging in campaign planning and execution across a variety of owned and earned media. And in a culture increasingly bombarded with AI-generated content, I predict social impact marketing will become a light in the darkness for a culture thirsty for authenticity and true impact on issues we care about as a society.

Survey Methodology



WHO

100+ Cause Marketing
Campaign Decision Makers
from For Momentum Database



METHODOLOGY

Online Quantitative Research
with respondents sourced from
For Momentum database and
data independently compiled
by research firm Lab42



WHEN/WHERE

US NATIONAL
Research Conducted:
February 18 – March 19, 2026

About our Cause Partnership Experts



Bryan Klopack
Chief Development Officer

Big Brother Big Sisters of America

Big Brothers Big Sisters is dedicated to creating and supporting one-to-one mentoring relationships that help young people reach their full potential. By pairing youth with caring adult mentors, the organization empowers children to build confidence, develop life skills, and pursue brighter futures.

bbbs.org



Julie Laird Davis
SVP, Strategic Partnerships
and Individual Giving

Feed the Children

Feed the Children is focused on ending childhood hunger and helping families thrive. The organization provides food, household essentials, education resources, clean water initiatives, and disaster relief support to children and communities across the U.S. and around the world.

feedthechildren.org



Tony Barnett
Vice President, Marketing

Operation Homefront

Operation Homefront supports military and veteran families by helping improve their financial, emotional, and social well-being. Through emergency assistance, housing programs, and family support services, the organization works to build strong, stable, and secure military families.

operationhomefront.org



Deborah Barge
Chief Advancement Officer

The Trevor Project

The Trevor Project is the leading suicide prevention and crisis intervention organization for LGBTQ+ young people. Through 24/7 crisis services, advocacy, education, and research, the organization works to create a safer, more affirming world for LGBTQ+ youth and end suicide among this community.

thetrevorproject.org



About For Momentum

What Makes Us Effective Facilitators



Dedicated Focus

Helping companies and nonprofit organizations position, package and promote themselves in the Cause and CSR marketplace is all we do. This focus equips us with a depth of understanding we bring to our training content and curriculum development.



Marketplace Intelligence

We continually monitor the marketplace for industry intel, including best practices, trends and data, to inform creative strategies and drive efficiencies for our clients. This monitoring, combined with our own proprietary research, informs our training content and ensures we are promoting effective, marketplace-based approaches.



Partnership Service

We don't teach theory. We walk in your shoes every day. Our understanding of effective prospecting and partnership discovery techniques is built through the services we provide for our nonprofit clients. To date we have reached out to over 54,000 contacts at 6,700+ companies, and our numbers grow every week. We have helped secure and activate partnerships that generate millions of dollars of funding for our clients.

Industry Thought Leadership and Research

We conduct proprietary practitioner-focused research and continually build content and tools to help advance the skills and knowledge base of cause practitioners.



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