

# THE MAGNIFICENT SEVEN

## Mandate for CRM Mastery

**Howdy partner!** If you wanna climb into the Cause Related Marketing (CRM) saddle, you gotta be prepared for the ride! Our 7 tips will help changemakers stay on track and enjoy the journey.

### Win, Win, Win

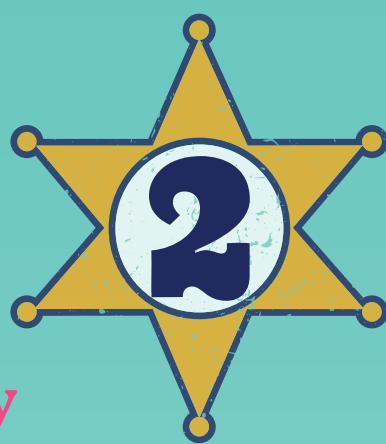


- A CRM should be a win for the Company, the Charity *and* the Consumer
- The Consumer gets 'giving high' & alleviates guilt of purchase, Charity gets exposure and untied cash, Company gets differentiation, new customers & loyalty
- Enter agreement with eyes wide open – a written, binding agreement (NOT just a handshake – *this is business*)

**“Lettin' the cat outta the bag is a whole lot easier than puttin' it back”**  
Cowboy Wisdom



### Impact is Imperative



- Lead message is the **difference** being made, NOT the dollar
- Consumers are motivated by the difference their purchase will make – the societal impact – tangible and specific. The main message is 'End Bullying' or 'Save the Whales', NOT 'help us raise \$x'

### Total Transparency



- Clarify charity partner, \$ being contributed and campaign period (ie. 4 weeks, 3 months)
- \$ can be per product or total or both. This is secondary message not primary (see 2). Don't use misleading language like 'part proceeds' or the word 'donation'. (It's not a donation but a commercial transaction)
- Avoid any suggestion of an 'endorsement' – it's a **marketing alignment** NOT an endorsement

### Obey the Law



- Comply with all laws, or face fines, bad publicity and a damaged reputation (akin to landing in a cactus!)
- These include making false, deceptive or misleading claims. Consult the ACL<sup>1</sup> or better still, a lawyer (independent of the corporate). Check if corporate partner needs a 'licence to fundraise' or add them to yours

### Empower the Conscious Consumer



- Today's consumer will seek out the truth. Provide a website URL where they can check the validity of the CRM campaign
- Ensure it talks about the difference as well as the dollar, it's informative, but also inspiring

### Fair Payment for your Brand



- What's your brand worth? The amount received should be on par with your brand's valuation<sup>2</sup> - a minimum guarantee, NOT a fixed fee
- When 'lending' your brand in a CRM, ensure it delivers the best financial return (unless it's a message disseminator, in which case \$ may not be primary focus)
- YOU dictate the amount your brand is worth, NOT the corporate

### Step up and Support it



- A CRM can make you a household name – and broadcast important messaging. So, support it! Don't rely entirely on the corporate to do it
- Consider shelf wobblers (if a retail CRM), use your channels to promote & enrol media outlets
- Show the corporate partner you're right behind it - they're more likely to increase support and/or run again

**“If you get thrown from a horse, you have to get up and get back on, unless you landed on a cactus; then you have to roll around and scream in pain”**  
Cowboy Wisdom



This infographic is brought to you by BePartnerReady.com<sup>®</sup> and made possible by F&P. It's a resource for changemakers and is a guide only – it does NOT replace professional legal advice. We acknowledge Joe Waters at Selfish Giving for the inspiration behind this infographic.

BePartnerReady.com<sup>®</sup> is an online training & implementation program that empowers changemakers to seek out and win transformative corporate partnerships – which includes brand aligned partnerships, Cause Related Marketing and Sponsorship. [gday@bepartnerready.com](mailto:gday@bepartnerready.com)

<sup>1</sup> Australian Consumer Law, part of the Competition & Consumer Act, 2010

<sup>2</sup> You can calculate the value of your brand in a half day workshop run by BePartnerReady.com<sup>®</sup> in November. [www.bepartnerready.com/workshops](http://www.bepartnerready.com/workshops)