



**Join Us to Create a  
Cause Marketing Campaign**

## Doing Good is Good for Business

If price and quality are equal, 90 percent of U.S. consumers are likely to switch brands to one associated with a cause.

– 2015 Cone Communications/Ebiquity Global  
Corporate Social Responsibility Study

# WHAT IS CAUSE MARKETING?

Cause marketing is a mutually beneficial collaboration between a nonprofit organization and for-profit business.

- It is a joint promotional strategy where a corporation's sales are linked to a nonprofit organization.
- It is part of a corporation's strategy to gain visibility, and can also be a part of a nonprofit organization's strategy to leverage itself as "the cause" for business to support.

## **In addition to supporting a worthy cause, the top five benefits are:**

1. Brand awareness.
2. Increased revenue.
3. Increased ability to attract and retain customers.
4. Increased ability to attract and retain employees.
5. Exposure to new audiences.



## Types of Cause Marketing Campaigns:

### • POINT-OF-SALE DONATION

- Donation Request – Ask customers to make a donation at checkout
- Coin Collection – Collect donations through coin boxes at checkout

### • PERCENTAGE OF SALES DONATION

- Donate a certain percentage of sales during a designated time

### • DISCOUNTED ITEM

- Offer a discount on a product or service and donate the difference

### • SPECIALTY ITEM

- Create a specialty item for a limited time and donate proceeds from the sale of that item



## WHY NATIONAL JEWISH HEALTH?

National Jewish Health is the leading respiratory hospital in the nation. Founded 118 years ago as a nonprofit hospital, National Jewish Health today is the only facility in the world dedicated exclusively to groundbreaking medical research and treatment of patients with respiratory, cardiac, immune and related disorders. Patients and families come to National Jewish Health from around the world to receive cutting-edge, comprehensive, coordinated care.

Your support will breathe hope into the lives of patients and their families.

National Jewish Health has been ranked by *U.S. News & World Report* as #1 or #2 every year that the Pulmonology category has been included in the rankings (since 1997).

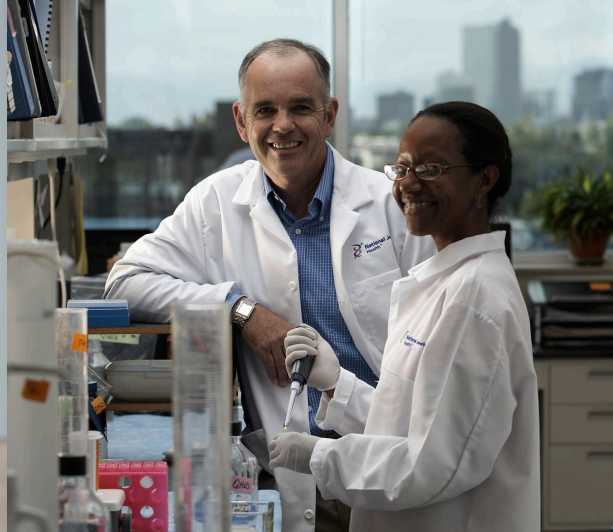
## **CAMPAIGN PROMOTION:**

National Jewish Health will promote the campaign in a variety of ways, including:

- Promotion on website, njhealth.org, with 200,000+ unique monthly visitors
- Promotion via monthly e-newsletter sent to nearly 80,000 supporters
- Campaign promotion via social media channels:
  - Facebook – more than 30,000 followers with monthly reach of 200,000
  - LinkedIn – more than 3,300 followers with monthly reach of 30,000
  - Twitter – more than 1,800 followers with monthly reach of nearly 50,000
  - Pinterest – more than 450 followers with an average monthly reach of 12,000
- Press releases, as appropriate
- Internal communications to all National Jewish Health staff, faculty and volunteers

## **ADDITIONAL BENEFITS MAY INCLUDE:**

- Use of the National Jewish Health and other program logos (*in accordance with our guidelines and subject to approval*)
- Use of compelling patient stories, photography and videos
- Volunteer opportunities so your employees can see firsthand how your support is making a difference in the lives of children and families
- An invitation to a *Behind the Scenes* tour at National Jewish Health
- Invitations to special events at National Jewish Health



## MAKE AN IMPACT

Join us in our mission to change the lives of patients worldwide. Since 1899, hundreds of thousands have called us “the only place that could help.” Your gifts enable us to continue groundbreaking medical research and treat patients with respiratory, cardiac, immune and related disorders.

**You can choose where the funds your company raises are designated:**

### **GREATEST NEED**

Your unrestricted support will advance research and treatment for severe asthma, lung cancer, COPD and other conditions. Your generosity will also help ensure that all patients receive the care they need.

Founded 118 years ago as a nonprofit hospital, National Jewish Health is dedicated to serving all patients regardless of ability to pay.

# MORGRIDGE ACADEMY



## **NATIONAL JEWISH HEALTH *FOR KIDS***

National Jewish Health *for Kids* is a program of dedicated care, specifically designed for children and adolescents with allergic, pulmonary and immune system disorders.

## **MORGRIDGE ACADEMY**

Morgridge Academy is a free day school for children in kindergarten through eighth grade who are living with chronic medical conditions. As many as 90 students are served each year at this unique school located on our medical campus. Morgridge Academy relies on generous donors to operate.

## **SCIENTIFIC DISCOVERY**

As the nation's leading respiratory hospital and one of the top research centers in the world, we are at the forefront of research and medicine. Your support can help our researchers in our clinics and laboratories produce groundbreaking advances in medicine to help people everywhere.

**Or, you may designate your support to any program area within the hospital.**

# CONTACT US

Together, we can create a cause marketing campaign tailored to fit your organization's needs and goals.

To discuss cause marketing opportunities, please contact:

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To learn more, visit [njhealth.org](http://njhealth.org).