cause marketing

What is Cause Marketing?

A Cause Marketing Campaign is a charitable campaign that highlights your business’ commitment to a cause through advocacy, donations, or both! Hosting a Cause Marketing Campaign for Mid-Ohio Food Collective is a great way to communicate your brand’s values, engage your customer-base, and strengthen the relationship between your business and community.

How Can You Engage Your Business in a Cause Marketing Campaign?

Through Fundraising:

- Host a Round-Up Campaign at the register. Whether in person or through your online store, ask your patrons to round up a few extra cents or dollars to contribute to your fundraiser.
- Host a Point-of-Sale fundraiser:
  - Choose a specialty product or menu item as the vehicle for your giving! Determine a percentage or specific amount from each sale to go towards your fundraiser.
  - Designate a timeframe where a percentage of all sales to go toward your fundraiser.

Through Marketing and Promotion:

- Direct customers to donate to Mid-Ohio Food Collective by posting signage and promotional materials in your business or at your register.
- Promote your support of Mid-Ohio Food Collective on Social-Media.
- Use Mid-Ohio Food Collective coasters and table tents to showcase the collective around your business.
- Use Mid-Ohio Food Collective die-cuts to display your customers’ support of your campaign.

Learn More:

Check out our Social Press-kit to find resources to help you kick off a successful fundraiser! Our press-kit includes infographics, printable die-cuts, social media post templates, fundraising ideas and more.

Interested in learning more about partnering with Mid-Ohio Food Collective for your Cause Marketing Campaign? Reach out to our Corporate Partnerships Coordinator, Sam Grimsley at sgrimsley@mofc.org or by calling 614-317-9465.