

If your organization is interested in partnering with St. Mary's Food Bank Alliance for a cause-related marketing campaign, please review the following guidelines and contact Genevieve Villegas at [gvillegas@firstfoodbank.org](mailto:gvillegas@firstfoodbank.org) or 602-343-2548. We will work with you to determine the timing and frequency of your campaign.

### GUIDELINES

Your organization agrees to:

- Obtain approval from St. Mary's for the campaign idea, including timing and frequency prior to the start of the campaign.
- Generate publicity for the campaign through your own channels (i.e. social media, website, on-site signage, business communications and / or media outlets).
- Abide by the terms of use for the St. Mary's name and logo – all rights, title and interest in its marks shall at all times remain with St. Mary's. We reserve the right to approve, in advance, the use of any artwork associated with the promotion. All media and marketing materials must be approved by St. Mary's.
- Respect the privacy of St. Mary's donors and volunteers. For all cause-marketing programs, we cannot share our mailing list, send mail or e-mail to constituents on behalf of third parties. We will promote the campaign as described in the donation levels outlined below.
- Provide proceeds within 30 days of the completion of the campaign or notify St. Mary's if the proceeds will be distributed outside of the 30 day window.
- Submit a signed [campaign agreement form](#).

### HOW YOU CAN HELP

#### *Corporate Giving Campaigns*

Some partners choose to support St. Mary's through a direct monetary sponsorship, while others opt to raise their sponsorship funds through special promotions or campaigns. We can help you create a custom campaign, but a few favorites include:

- Round-Up Campaigns: Customers are given the opportunity to "round up" their change to an even dollar amount.
- Customer Donation Campaigns (Icons): Customers donate \$1 = 7 meals to St. Mary's Hospital at the register and receives a coupon to drive them back into the store. Their name is displayed on a St. Mary's icon and hung in-store to show community support.
- Day/Week/Month of Giving: Select a day/week/month of the year to donate a fixed percentage of the day's proceeds to St. Mary's.
- Menu Item Campaigns: Proceeds from a specific menu item benefits St. Mary's on an ongoing basis.
- "Change A Life" Change Campaigns: Use counter change canisters (provided by us) that can collect change year-round for St. Mary's.
- Grand Openings: Donate the proceeds from Grand Opening day/week/weekend to St. Mary's.

### *Participating in Other Ways*

- If a Corporate Giving Campaign doesn't feel like the best fit for your company, there are many other great ways to help the people served at St. Mary's, including:
- Include St. Mary's in Workplace Giving Campaigns: Invite employees to make convenient, tax-deductible donations to St. Mary's through payroll deductions. Drive campaign participation rates by including St. Mary's as one of your partner charities and inviting us to host a table or presentation at your charity fairs.
- Host a Food Drive: Collect non-perishable food at your workplace during a designated timeframe. You're welcome to use our branded food drive collection boxes and our team will provide a summary of pounds/meals donated at the end of the drive.
- Offer Volunteer Grants (Dollars for Doers): Provide special recognition and incentives for employee volunteerism by providing a grant to St. Mary's in return for their generous service. Celebrate their contributions with a check presentation with St. Mary's staff.
- Events: Select St. Mary's as the beneficiary of a company event – from your annual holiday party to hosting a golf tournament.
- Launch an Internal Fundraising Event: Encourage employees to donate in a unique way – “jeans days for a cause,” marathon or walk-a-thon teams, employee bake sales, potluck parties, 50/50 raffles or a department silent auction can help spur employee enthusiasm for participation. Plan a special celebration when the goal is met!

### *Volunteer*

- Invite your employees to help pack emergency food boxes, sort food donations or distribute food to clients of St. Mary's. We can accommodate small and large groups (Monday – Saturday) with up to four-hour shifts in the morning or afternoon. It's a great team-builder for an important cause!
- Join the Super Saturday Turkey Drive: Help collect turkeys and holiday meal items at Albertsons and Safeway locations throughout the Valley on the Saturday before Thanksgiving. Your group can join a friendly competition to collect the most food or cash donations at your location for a chance to win a trophy and bragging rights!
- Distribute Thanksgiving Meal Items: During the three days leading up to Thanksgiving, individuals and groups are needed to help distribute turkeys, produce and food boxes to St. Mary's clients. Volunteers may assist with client check-in, sort and package meal items, hand out food or help with traffic control. In 2015, St. Mary's distributed more than 12,000 meals over 3 days.

To discuss your cause marketing campaign idea, please contact Genevieve Villegas at [gvillegas@firstfoodbank.org](mailto:gvillegas@firstfoodbank.org) or 602-343-2548.