



CAUSE-MARKETING GUIDELINES

- Approval is required from St. Mary's Food Bank for all campaign ideas, all media, and all marketing materials before publishing
- Name and the use of St. Mary's Food Bank logo must abide by brand standards
- Organization/business must state specific dollar amount, # of meals, or percentage of donation that is directly impacting St. Mary's Food Bank ("A portion of proceeds" is **not** acceptable)
- Campaign publicity and promotion is the responsibility of the organization/business
- Proceeds are due to St. Mary's Food Bank within 30 days of the campaign end date
- Usage of terms "# of meals" and/or "donation amount" to be determined collaboratively between St. Mary's Food Bank and organization/business
- For approval to move forward, contact The Corporate Giving Team at corporategiving@stmarysfoodbank.org