



## EMPOWER - Social Enterprises' Sustainability Tools

### Project Result 1

## Training Package for Sustainability in Social Enterprises

### Module 3 Cause Marketing

Developed by Future in Perspective Ltd



Co-Funded by  
the Erasmus+ Programme of  
the European Union

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein. Project Number: 2021-1-BG01-KA220-YOU-000029024

## Table of Contents

<b>Partnership</b>	3
<b>Project Information</b>	4
<b>Introduction</b>	5
Aims	6
<b>Learning Outcomes</b>	6
Module Outline	7
<b>Content description</b>	8
<b>UNIT 1 – Brainstorming Examples of Cause Marketing</b>	8
<b>Activity Description and Training Content (training material - theory)</b>	8
<b>Instructions to trainer(s)</b>	8
<b>UNIT 2 – Group Activity “Propose a Partnership”</b>	9
<b>Activity Description and Training Content (training material - theory)</b>	9
<b>Instructions to trainer(s)</b>	9
<b>UNIT 3 – Group Activity “Create Your Own Cause Marketing Campaign”</b>	10
<b>Activity Description and Training Content (training material - theory)</b>	10
<b>Instructions to trainer(s)</b>	10
<b>References</b>	11

## Partnership

 <p><b>BRCCI</b> Bulgarian-Romanian Chamber of Commerce and Industry</p>	<p><b>BRCCI</b></p>	<p><a href="http://www.brcci.eu">www.brcci.eu</a></p>
 <p><b>CARDET</b></p>	<p><b>CARDET</b></p>	<p><a href="http://www.cardet.org">www.cardet.org</a></p>
 <p><b>fip</b> Future In Perspective</p>	<p><b>Future in Perspective Ltd</b></p>	<p><a href="http://www.fipl.eu">www.fipl.eu</a></p>
 <p><b>kmop</b></p>	<p><b>KMOP</b></p>	<p><a href="http://www.kmop.gr">www.kmop.gr</a></p>
 <p><b>SERN</b></p>	<p><b>SERN</b></p>	<p><a href="http://www.sern.eu">www.sern.eu</a></p>
 <p><b>innovADE</b> LEADERSHIP IN INNOVATION</p>	<p><b>Innovade LI</b></p>	<p><a href="http://www.innovade.eu">www.innovade.eu</a></p>
 <p><b>MINDSHIFT</b> Talent Advisory</p>	<p><b>MINDSHIFT TALENT ADVISORY</b></p>	<p><a href="http://www.mindshift.pt">www.mindshift.pt</a></p>



## Project Information

**Key Action 2:** KA220-YOU - Cooperation partnerships in youth

**Project number:** 2021-1-BG01-KA220-YOU-000029024

**Period of the project implementation:** 02/01/2022 - 02/01/2024 (2 Years)

**Consortium:** BRCCI (BG); SERN (IT); KMOP(GR); Future in Perspective Ltd (IE); CARDET (CY); Innovade LI (CY); MINDSHIFT Talent Advisory (PT).

## Introduction

Cause Marketing is a form of Corporate Social Responsibility in which a company can support a cause that betters society while helping to increase a brand's profitability. This is beneficial for both for-profit companies and nonprofits as it increases both the social image and brand awareness of both partners. Cause marketing is usually done by a for-profit organisation partnering with a non-profit organisation for the purposes of raising money and awareness for the cause. This is not the only form of cause marketing as sometimes companies can choose to engage in charitable or social endeavours of their own for the purpose of raising social awareness (Gilliland, 2021).

Cause marketing is split into three different forms: cause promotions, cause-related marketing, and corporate social marketing (Organ, 2017).

1. Cause promotions are company-funded advocacy campaigns which do not involve a non-profit organisation. These promotions usually have a motivated self-interest, for example, low-cost US airline JetBlue donated three million of their brand's frequent flyer miles to charities to enable them to travel to "advance their mission" (Gilliland, 2021).
2. Cause-related marketing is a marketing campaign whereby a company promises partners with a non-profit organisation for the purposes of raising awareness and/or money for the cause. This usually involves the for-profit company promises to make a charitable donation on the behalf of customers based on product sales (Organ, 2017). One example of this is Lidl Ireland who is partnered with Jigsaw (an Irish youth mental health charity) in order to increase mental health awareness practices amongst young people. On 10<sup>th</sup> of October (World Mental Health Day), Lidl donates a dedicated amount from every sale of designated products to Jigsaw.
3. Corporate social marketing is a campaign intended to promote certain behavioural changes intended to improve public health, the environment, or public safety (Organ, 2017). This is particularly prevalent in product markets where overconsumption of a product may lead to loss of revenue and further regulation. An example of this type of marketing is the charity-based 'Drinkaware' campaign in Ireland which aims to promote healthy alcoholic consumption habits. Several alcohol companies are partnered with this campaign including Heineken and Carlsberg.

There are many benefits to cause marketing for both social enterprises and companies. For social enterprises proposing a cause marketing partnership with for-profit companies, some of the benefits of cause marketing relate to the importance of corporate social responsibility for consumers. In 2019, it was found that 70% of consumers want to know what the brands they purchase from are doing about social and environmental issues (Schaeffer, 2019). Similarly, nearly 50% of consumers report to pay close attention to a brand's social responsibility efforts when they buy a product (Schaeffer, 2019).

These are encouraging factors for social enterprises looking to collaborate with organisations as it is beneficial for both parties involved – it raises awareness and money for the social enterprise involved, as well as raising the social image of the for-profit company. There are many benefits for social enterprises too. These benefits include connecting with a wider community and customer base, bolstering brand perception amongst the community, increasing revenue growth and donation amounts, and exposure through licenced products (Indeed Editorial Team, 2022; Moore, 2020).

There are four main steps for implementing cause marketing effectively (Indeed Editorial Team, 2022; Masterclass, 2022; Moore, 2020):

1. **Partner with a company related to your cause:** partnerships that relate to both entities make the most sense. For example, Cheerios (Nestlé) partnered with the Irish Society for the Prevention of Cruelty to Children (ISPCC) to sponsor the national children’s helpline ‘Childline’. Every year a national breakfast morning is hosted by Cheerios in partnership with the ISPCC to raise awareness and money for Childline services.
2. **Define your contribution:** not every cause needs monetary contributions, and money is not the only way an organisation can help a cause. Discussions surrounding what kind of contribution would best suit your social enterprise are vital to cause marketing as this is what ultimately determines the benefits and results for both partners. Many brands engage in strategies such as planned events (Cheerios Childline National Breakfast), donating products and/or services (St Vincent de Paul & Supervalu annual food drive), advertising campaigns using traditional media, email marketing campaigns, among many others.
3. **Plan your marketing efforts:** this is the most important step for social enterprises as this is where the most awareness will be generated for your cause. Choosing the correct method of marketing can be determined by multiple factors including your target demographic, your cause, your products, and your determined contribution as set out in step 2. Several channels such as social media, local radio, paper advertising, as well as word-of-mouth can be used to promote your collaborative efforts.
4. **Include your audience/customer base:** this involves gearing your charitable efforts towards your consumers. This can be done through a variety of different methods, for example, asking your customers to share posts about your fundraiser on social media, offering discounts for contributions made towards your cause, and participating in planned events among many others.

## Aims

Knowledge	<ul style="list-style-type: none"> <li>● To explain the term cause marketing</li> <li>● To explain the benefits of cause marketing</li> </ul>
Skills	<ul style="list-style-type: none"> <li>● Understand how to implement cause marketing into your social enterprise or business successfully</li> </ul>
Attitude	<ul style="list-style-type: none"> <li>● Provide information on different marketing strategies used by partnerships when implementing cause marketing</li> </ul>

## Learning Outcomes

By the end of this module participants will be able to:

- Understand cause marketing and identify different forms of cause marketing
- Understand the different benefits of cause marketing
- Understand how to implement cause marketing in their own social enterprises
- Implement their own cause marketing campaign
- Give examples of cause marketing in the real world

## Module Outline

UNIT 1 Cause Marketing	
<b>Activities</b>	<b>Duration</b>
Discussion – Identifying real world examples	15 minutes
UNIT 2 Benefits of Cause Marketing	
<b>Activities</b>	<b>Duration</b>
Group Activity – propose a partnership	50 minutes
UNIT 3 Implementing Cause Marketing	
<b>Activities</b>	<b>Duration</b>
Group Activity – create your own cause marketing campaign	1 hour

## Content description

### UNIT 1 – Brainstorming Examples of Cause Marketing

Implementation	This activity aims to get participants to engage in critical thinking about the examples they have just learned. There are 3 questions that the participants should discuss in pairs. The first two questions relate to material they have just learned, and the last question is linked to the next unit on the benefits of cause marketing.
Objectives	<ul style="list-style-type: none"><li>• Develop teamwork and communication skills</li><li>• Apply material learned in unit 1</li><li>• Engage critical thinking and creative thinking skills</li></ul>
Competences	<ul style="list-style-type: none"><li>• Personal, social and learning to learn</li><li>• Cultural awareness and expression</li><li>• Entrepreneurship</li></ul>
Duration	15 minutes
Main resources required	None

### Activity Description and Training Content (training material - theory)

The activity aims to make participants consider and identify the different types of cause marketing. The participants will be split into pairs, and they will have 3 minutes to consider the following questions:

1. Think of the three case studies you just learned about. Can you identify which type of cause marketing was used in each case?
2. Can you think of any other examples of cause marketing campaigns?
3. What do you think the benefits of cause marketing can be for a social enterprise?

For each topic, the participants will have 3 minutes to discuss. The trainer should keep a track of the time and inform the participants of each topic when the time allotted finishes.

### Instructions to trainer(s)

The trainer should coordinate the participants and keep track of time. The trainer divides the group into pairs and announces each discussion topic, ensuring that each topic is discussed for 3 minutes and not over the allotted time.



## UNIT 2 – Group Activity “Propose a Partnership”

Implementation	This activity aims to get participants discussing the materials they have learned so far. Participants
Objectives	<ul style="list-style-type: none"><li>• Develop teamwork and communication skills</li><li>• Encourage participation and creative thinking amongst peers</li><li>• Apply material learned in Unit 2</li><li>• Develop debating and presentation skills</li></ul>
Competences	<ul style="list-style-type: none"><li>• Personal, social and learning to learn</li><li>• Citizenship</li><li>• Entrepreneurship</li><li>• Cultural awareness and expression</li></ul>
Duration	50 minutes (30 minutes preparation time, 10 minutes presentation time for each group)
Main resources required	Internet access & writing materials

### Activity Description and Training Content (training material - theory)

The aim of this activity is to encourage partnerships to apply the knowledge they have learned in Unit 2. The activity requires that the participants are split into two equal groups. Each group will be given a “social enterprise” assigned by the trainer and must identify a company to partner with for a cause marketing campaign. The company must relate to their “social enterprise”, and they must pitch their partnership to the company. They have 30 minutes to identify the company to partner with and draft their proposal.

The proposal should include:

- The company chosen should be suitable for their scenario social enterprise
- The benefits for the company by partnering with the social enterprise
- The benefits for the social enterprise by partnering with company
- After 30 minutes, the groups have 10 minutes each to present their pitch to the other group who will act as the company. The team watching the presentation will then give feedback to the group.

### Instructions to trainer(s)

The role of the instructor is to split the group into two teams randomly, ensuring that there is an equal balance of different backgrounds in each group. The trainers should ensure to guide and assist the participants throughout the activity, ensuring that they answer any questions that the participants may have.

### UNIT 3 – Group Activity “Create Your Own Cause Marketing Campaign”

Implementation	This activity aims to get participants to practice what they have learnt by creating their own cause marketing campaigns using the implementation method introduced in Unit 3. This requires participants to be split into two equal groups and given scenarios in which they would partner with a company to engage in cause-related marketing.
Objectives	<ul style="list-style-type: none"><li>● Develop teamwork and communication skills</li><li>● Encourage participation and creative thinking amongst peers</li><li>● Apply material learnt in Units 1-3</li><li>● Develop public speaking and presentation skills</li></ul>
Competences	<ul style="list-style-type: none"><li>● Personal, social and learning to learn</li><li>● Citizenship</li><li>● Entrepreneurship</li><li>● Cultural awareness and expression</li></ul>
Duration	1 hour (30 minutes preparation time, 10 minutes for group presentations each, 5 minutes for questions from each group)
Main resources required	Writing materials and internet access

#### Activity Description and Training Content (training material - theory)

The aim of this activity is to encourage participants to apply the knowledge they have learned in all 3 units. The activity requires that the participants return to the groups assigned in Activity 2. The groups now must pitch a cause marketing campaign to the company chosen in Activity 2. The groups have 30 minutes to draft their cause marketing campaign.

The cause marketing campaign should include:

- A defined method of contribution (planned event, monetary contribution, donation of goods/services, licenced products, etc.)
- A marketing strategy for the contribution (social media, word of mouth, print advertising, local media, etc.)
- A way in which consumers can participate (through donations, participation in events, promoting events, etc.)

After their draft cause marketing campaign is completed, each group has 10 minutes to present their cause marketing campaign, and 5 minutes to answer any questions the other group may have.

#### Instructions to trainer(s)

The instructors should split the group back into the groups they were put into in Activity 2. The instructor should move between the two groups during the activity, helping the participants with any questions they may have, answering questions and giving guidance as to time remaining. After drafting is complete, the instructor should guide the teams into presenting their draft proposal and manage the question period after the presentation is complete.

## References

- Gilliland, N. (2021, July 9). *Cause Marketing: Examples from Uber, Starbucks & JetBlue*. Retrieved from Econsultancy: <https://econsultancy.com/cause-marketing-examples-from-uber-starbucks-jetblue/>
- Indeed Editorial Team. (2022, June 28). *What is Cause Marketing? Definition and How to Build a Campaign*. Retrieved from Indeed: <https://www.indeed.com/career-advice/career-development/what-is-cause-marketing>
- Masterclass. (2022, May 6). *Cause Marketing Overview: 3 Benefits of Cause Marketing*. Retrieved from Masterclass: <https://www.masterclass.com/articles/cause-marketing>
- Moore, K. (2020, December 4). *Cause Marketing: What It Is, How to Do It, and Why it Matters*. Retrieved from Shopify: <https://www.shopify.ie/retail/cause-marketing>
- Organ, M. (2017, May 23). *Cause Marketing - Definition*. Retrieved from CauseMarketing.com: <https://causemarketing.com/research/cause-marketing-definition/>
- Schaeffer, L. (2019, October 2). *Consumers Expect the Brands They Support to be Socially Responsible*. Retrieved from BusinessWire: <https://www.businesswire.com/news/home/20191002005697/en/Consumers-Expect-Brands-Support-Socially-Responsible>