

Cause Marketing Planner 2005

CHARITY/CAUSE	PROGRAM OVERVIEW	SUPPORT	COST	DEADLINE
ALS Association Kathleen Toupin (480) 609-3978 www.vtf.org	Voices Take Flight —Annual event held to raise money for ALS (Lou Gehrig's Disease) and other neurological diseases, followed by an awards banquet to present Schow-Donnelly award for "Service Before Self."	Customized to meet sponsors needs	\$1500 / table of 10	March
ALSAC/St. Jude Children's Research Hospital Holly Thompson (800) 877-5833, ext. 2148 www.stjude.org	The hospital treats children from the U.S. and 60+ foreign countries, regardless of ability to pay. Programs/sponsorships customized to goals/objectives of each partner. Partnerships reach every community in the U.S., including over seven million school children, college/university campuses, the country music industry and sports enthusiasts.	Strategic planning and development, internal and external communication and event planning and management. Media support on local, regional and national levels.	Ranges from \$100,000 to more than \$5 million	Ongoing
American Diabetes Association Nancy Stinson-Harris (703) 299-2058 www.diabetes.org	National/market level sponsorship opportunities that reach youth, the mature market, African-American and Latino consumers, healthcare professionals and people with/without and at-risk for diabetes.	Use of ADA name and logo, Web site visibility, ad and direct mail vehicles, sampling and couponing, support from ADA's p.r. team and grassroots support.	Varies	Ongoing
American Foundation for Urologic Disease Harry Abel (410) 689-4011 www.afud.org	Below the Belt —National men's health campaign addressing all urological health conditions. Manufacturers, retailers, organizations and the media gain credibility, visibility and access to men, healthcare professionals, family health gatekeepers and family caregivers. Partners pool resources and assets to create multiple marketing and p.r. opportunities coordinated by American Foundation for Urological Disease (AFUD).	PSAs via broadcast/cable TV, radio, consumer print media, outdoor media, medical journals/health trade media, online/interactive media; Below the Belt p.r. campaign; visibility at American Urological Association and AFUD meetings; materials distributed throughout the healthcare system.	Varies	Varies
American Humane Association Sara Spaulding (303) 925-9442 www.americanhumane.org	Second Chance Fund —Funding of medical care provided by local shelters for injured and abused animals so they can find homes. Training and Professional Development —Sponsored training held nationally throughout the year reaching animal and child welfare professionals. Co-brand opportunities available. National Training Conferences —Sponsorship opportunities for two annual meetings: Family Group Decision Making Conference and American Humane Conference. Red Star Emergency Service —Disaster response and relief support for disaster vehicle fleet, volunteers, equipment and training. Character Education —Funding to develop school curriculum for elementary school children and their parents. Co-branding opportunities available. Promotional Events —National campaigns to increase awareness of and support for the humane treatment of animals, shelter adoption, spay/neuter and pet identification programs.	Programs are supported via a national publicity campaign, Web presence, consumer/animal welfare media/promotional packaging and local community events. Coupon/sampling and product/service promotion opportunities available. Use of name/logo on promotional materials. Royalty and license arrangements available. National media campaigns, direct mail, newsletter articles, Web presence, e-mails to constituents, opportunity to co-brand with non-profit. Be Kind to Animals Week and Kind Kids Contest, 1st Week of May; Adopt a Dog Month, Oct.; Adopt a Cat Month, June; Tag Day, April 2	Ranges from \$50,000 to \$600,000	Approximately six months prior to program start date
American Library Association Susan Roman (312) 280-5419 www.ala.org	Supports 120,000+ school, public, academic and special libraries across the U.S. via legislative advocacy, public awareness and professional education. Sponsorship and cause-related marketing opportunities are available to support: Diversity, Education and Continuous Learning, Equity of Access, Intellectual Freedom and 21st Century Literacy.	Media support of all programs (local, regional and national). Sponsor recognition via name and logo placement on related promotional materials.	Ranges from \$25,000 to more than \$1 million	Ongoing
American Lung Association Rusty Burwell (212) 315-8700 www.lungusa.org	National online and offline educational partnerships to support existing and custom lung health initiatives including cold, flu and pneumonia campaigns, asthma management, smoking cessation and indoor/outdoor air quality initiatives. Partnerships can be linked to Healthy Lung Month, Clean Air Month, World Asthma Day, etc.	Varies	Ranges from \$100,000 to more than \$1 million	Varies
American Red Cross Susan Murray (202) 303-4541 www.redcross.org	Provides assistance and relief to victims of disasters and helps people prevent, prepare for and respond to emergencies. Sponsorship opportunities include: national/regional fundraising/awareness campaigns, cause-marketing promotions, joint promotions with third parties, access to nationwide network of chapters, product sampling/couponing, sponsored ad campaigns and Internet promotions, volunteer opportunities for employees.	Full-time sponsorship account management, national and sponsored advertising, launch and promotional events, internal and external communications, online visibility, signage/recognition, fulfillment reports.	\$250,000 to more than \$1 million	Ongoing

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American Society for the Prevention of Cruelty to Animals (ASPCA) Elizabeth Hurdman (212) 876-7700, ext. 4495 www.aspc.org	<p>Adopt a Shelter Dog/Cat Month—Two national programs that help shelters increase animal adoptions.</p> <p>Adopt A School District—Puts material in classrooms to help instill compassion and kindness for all living things.</p> <p>ASPCA Cares—Outreach program brings veterinary care, education and resources to communities in New York City.</p> <p>Pet Protectors Awards—Supports cutting edge work done by animal welfare groups in the U.S.</p> <p>Other programs—Licensing ASPCA's name and logo, the ASPCA Seal of Approval, artwork collections, cause marketing alliances, custom campaigns that increase a partner's revenues while funding the prevention of cruelty to animals.</p>	Publicity in <i>Animal Watch</i> magazine and <i>E News Alert</i> e-newsletter; presence on Aspc.org; mention on national radio network spot; messaging in affinity partner mailings and ridealongs to member database.	Varies	Ongoing
American Tortoise Rescue Susan Tellem (800) 938-3553 www.tortoise.com	<p>World Turtle Day—Around the world fundraising/friendraising opportunity to bring attention to the plight of the turtle.</p> <p>ATR Teacher Education Project—Helps educate teachers about the dangers of reptiles in schools.</p> <p>ATR Video Education Program—Distributes educational materials and videos to classrooms helping kids understand the plight of the turtle.</p> <p>Reptile Associated Salmonella Program—Teaches kids and their families about avoiding reptile-associated salmonella.</p> <p>Adopt and Feed an ATR Turtle—Helps to feed and house a rescued turtle for a year.</p>	National support from in-house publicity department through ongoing press releases; news alert in both e-mail and print newsletter formats; Web site exposure; consumer and animal welfare packages; name and logo promotions.	Varies \$5,000 for co-sponsorship \$2,000 \$5,000 \$100	Ongoing; except World Turtle Day, which is May 23 annually.
AmeriCares Laurie Swenson (203) 658-9526 www.americares.org	International disaster relief and humanitarian aid organization, providing immediate response to emergency medical needs and supporting long-term humanitarian assistance programs around the world. Established in 1982, AmeriCares distributes more than \$4 billion in aid to 137 countries. Domestic programs include: AmeriCares HomeFront, Camp AmeriKids and AmeriCares Free Clinics. Corporate partnerships include cash or in-kind donations, cause-related marketing, national/regional fundraising, awareness campaigns, matching gift programs and sponsored advertising campaigns.	Customized to partners needs. Global/national/local media outreach, press conferences, use of name/logo, quarterly newsletter, monthly e-newsletter, link to Web site and special events	Negotiable	Ongoing
America's Second Harvest—The Nation's Food Bank Network Miriam Ruff (312) 263-2303, ext. 179 www.secondharvest.org	Largest domestic hunger-relief charity in the U.S., with a Network of 200+ affiliates that distribute nearly 2 billion pounds of food and groceries to 23.3 million Americans. Custom corp. partnership and consumer promotions packages based on sponsor needs.	Relationships with national grocery retailers, assistance with p.r., ability to localize national campaign through connection to local food banks.	Ranges from \$100,000 to \$1 million+	Varies. National Hunger Awareness Day is the first Thurs. of June.
Arthritis Foundation Lynn Hennelly (404) 965-7527 www.arthritis.org	<p>Proud Sponsor—Sponsor program recognizing financial support of Arthritis Foundation initiatives.</p> <p>Arthritis Walk—National event in May focusing on recruitment of corporate, civic and family/friend teams to walk and raise funds to fight arthritis. National sponsorships available.</p> <p>Web Site Sponsorship—Award-winning site offers multiple opportunities for sponsorship through interactive communities, content topic areas and an e-newsletter.</p> <p>Ease-of-Use Commendation—Recognizing user-friendly products, packaging and services. Product must be reviewed by an independent panel of people with arthritis and health professionals.</p>	<p>Use of logo in promo, as well as on product and packaging, p.r., Web.</p> <p>Logo on national event materials; direct mail; Internet; grassroots events; event logo use; p.r.</p> <p>Web site link provided; p.r.</p> <p>Use of logo on product, packaging, and in promotional materials; Web site link.</p>	Varies Varies Varies Varies	Ongoing Ongoing Ongoing Ongoing
Best Friends Animal Society Bonney Brown (435) 644-2001, ext. 108 www.bestfriends.org	<p>No More Homeless Pets Campaign—Year-round nationwide p.r. effort supporting local animal welfare groups to increase adoptions, spay/neuter and public awareness.</p> <p>No More Homeless Pets Conferences—Quarterly regional conferences for animal lovers and animal welfare organizations to promote "no-kill" communities.</p>	<p>Inclusion in p.r. campaign, advertising, logo placement on campaign materials.</p> <p>Media support, inclusion on promotional and study materials.</p>	From \$50,000 to \$500,000 \$10,000 to \$30,000 per conference	Ongoing Four months in advance

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Best Friends Animal Society (continued)	The Lint Roller Party —High-end, celebrity driven annual fund-raising event with "A" list guests in Los Angeles.	National media coverage, name/logo in advertising, on promotional materials and onsite exposure.	\$15,000 to \$50,000 per event	Three months in advance
	Super Adoption Festivals —California's largest adoption festivals (Spring/Summer/Fall) with 60-plus local rescue groups which draws 12,000 to 15,000 guests per weekend.	High visibility ads in TV/radio/print, onsite booth, Web site, banners, logo placement on all promotion materials and inclusion in p.r. campaign.	From \$7,500 to \$25,000 per event	Three months in advance of each event
	deses and the city —Month long annual citywide low cost spay/neuter effort in Los Angeles in March.	Inclusion in TV, radio, print ads, billboards, promotional materials and p.r. campaign	\$15,000 to \$50,000	Four months in advance
	Catnippers —Feral cat spay/neuter program in Los Angeles which supports Trap/Neuter/Return feral cat management.	Inclusion on promotional materials and in p.r. campaign.	From \$10,000 to \$100,000	Ongoing
Boys & Girls Clubs of America Barbara LeNoble (404) 487-5743 www.bgca.org	National network of 3,400+ neighborhood-based facilities providing guidance programs to 4 million children aged 6-18, primarily from disadvantaged circumstances. Key programs emphasize character and leadership development, educational enhancement, career preparation, health and life skills, the arts, and sports, fitness and recreation. Centennial sponsorship opportunities available for 2006. National programs also available.	Varies	Varies	Varies
The Breast Cancer Fund Beth Strachan (415) 346-8223, ext. 11 www.breastcancerfund.org	Climb Against the Odds —Breast cancer survivors and supporters will challenge the summit of Mt. Rainer in July 2005.	Local/regional/national recognition via name/logo placement on promotional materials and print ads. Coupon/sampling and product/ service promotion opportunities available. Visibility in newsletter and Web site available.	Varies for each program	Varies; approximately six months before each program
	PEAK HIKES —Day hikes to raise awareness and funds for breast cancer prevention efforts.			
	Bike Against the Odds —A one-day ride with 1,000 cyclists raising awareness and funds for breast cancer prevention efforts.			
	Winter Snowshoe Challenge —Series of stops from California to Colorado to promote breast cancer prevention.			
	Annual Heroes Tribute Reception —A celebration to honor the advocates, scientists and legislators who work to prevent breast cancer.	Sponsor's name displayed at exhibition, print advertising, BCF and venue Web sites, press releases.		
	Strong Voices Leadership Development Program —Trains breast cancer advocates to effectively engage, educate and mobilize the public to take social and political action.	Sponsor's name on all print collateral for Strong Voices and BCF Web site description of the program.		
Camp Fire USA Vanessa Adams (816) 756-1950, ext. 206 www.campfireusa.org	Absolutely Incredible Kid Day —March 17. An annual, national letter-writing campaign enlisting athletes, dignitaries, celebrities and adults to write letters to let kids know they're incredible. Supported by Fortune 500 corporations, retail malls and 120 councils nationwide, AIKD has reached 600+ million people since 1997.	National/local media reach 100+ million people annually. Custom print, electronic/Internet, P-O-P, PSAs, signage and merchandising. Couponing/ sampling available at regional events.	Varies	Ongoing
	National Services —Programs include clubs, camping and environmental education, youth leadership, self-reliance and childcare for 750,000 youths.	Varies	Varies	Ongoing
Council of Senior Centers and Services Igal Jellinek (212) 398-6565, ext. 225 www.cscs-ny.org	Adopt A Senior Center —Annual fund-raiser and a way for businesses to provide in-kind services and needed expertise to senior centers in order to enhance relationships between the senior centers and the older adults that depend on the daily services.	Sponsors banners, inserts and advertising at the annual meeting, sponsor signage at adopted senior centers, listing CSCS Web site, media	\$500 to \$250,000 non-financial services (see Web site for needs)	Ongoing
Daniel Pearl Foundation Marianne Scott (202) 722-1239 www.DanielPearl.org	Daniel Pearl Music Day —Annual international network of "Harmony for Humanity" concerts that promotes tolerance and inspires respect for differences. Hundreds of concerts worldwide on/about October 10th.	International publicity campaign. Media recognition, Web presence and other opportunities also available.	Varies	Ongoing
	Daniel Pearl Dialogue for Muslim-Jewish Understanding —Dialogues with Professors Akbar Ahmed and Judea Pearl about the relationships between the Muslim and Jewish communities and reconciliation of these two Abrahamic faiths.	Varies	Varies	Ongoing

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Ducks Unlimited, Inc. Philip B. Milburn (901) 758-3713 www.ducks.org	<p>Grassroots Events—Tie-in with 4,500 local events year-round reaching close to a million supporters having a strong and measurable affinity for the outdoors and conservation.</p> <p>Custom Promotions and Campaigns—Connect with outdoor enthusiasts and critical environmental causes through DU national media assets, retail programs, regional habitat projects, direct response and others.</p> <p>Cross-Promotions—Partner with 75+ other Ducks Unlimited Corporate Partners.</p>	<p><i>Ducks Unlimited</i> magazine, TV, radio, Internet, communications and p.r. support, promotion measurement tools, direct response, events, cause-related programs, merchandising, consumer research, speakers, retail ties.</p>	Varies	Varies, but usually established in the spring
Earth Day Network Eric Coppenger (202) 518-0044 www.earthday.net	<p>Promotes a healthy environment via education, capacity building, campaigns, events and publications. EDN consists of 5,000+ organizations and associations in 184 countries and more than 95,000 K-12 educators and administrators in the U.S. Earth Day is celebrated worldwide and engages millions in national and local events.</p>	<p>International, national and local media campaigns; use of logo; merchandising; major events offer signage/ product rollout; Web recognition; e-commerce.</p>	Varies	Ongoing; major international event on April 22
Easter Seals Joan Fishman (800) 221-6827 www.easter-seals.org	<p>Delivering services which provide greater independence to children and adults with disabilities, their families and caregivers, Easter Seals serves more than one million clients annually through its national network of nearly 100 affiliates with more than 500 centers across the U.S., the District of Columbia and Puerto Rico. Primary services include medical rehabilitation, child care, adult day services, job training and employment and camping and recreation.</p> <p>Walk With Me—Signature event provides visibility, tabling and sampling opportunities to reach more than 25,000 consumers in nearly 50 markets nationwide.</p>	<p><i>SmartSource Magazine</i>FSI, retail tie-ins, TV spots. Online initiatives to meet sponsor needs; in-store promotions with tie-ins, consumer incentives and sampling opportunities. Program-specific initiatives tailored to meet sponsors needs.</p> <p>National sponsorships available. Local media including TV/radio/print/ outdoor in select markets tailored to sponsors' needs.</p>	Varies	Ongoing
Endometriosis Association Donna Maxwell (414) 355-2200 www.endometriosisassn.org	<p>Teen Outreach Program—packages with video, book, lesson plans and brochures of information about endometriosis sent to teens in middle and high schools. Sponsorship of 25th Annual Conference in Oct. available.</p>	<p>Local and regional media. Newsletter mention and on p.r. materials.</p>	\$75	Sept 1, 2005
Henry Mancini Institute Paula Minardi (310) 845-1900 www.manciniinstitute.org	<p>Summer Education Program—Annual four-week training program mentoring the advancement of 84 emerging professional musicians age 18-33 on full scholarship. Includes winter worldwide audition process and 15-city college Audition Tour.</p> <p>Free Summer Music Festival—Performances reaching 10,000+ people in LA. Anchored by opening and closing fundraising events—Le Jazz Hot and the Mancini Musicale gala & concert.</p> <p>Community Outreach Initiative—Provides year-round K-12 music education and free music performances to underserved youth and communities of Los Angeles.</p> <p>Professional Alumni Ensembles—Summer Education Program alumni for hire to perform in ensembles for corporate, private and public events across the U.S.</p>	<p>Sponsor recognition and logo placement at events, in promotional materials, semi-annual newsletter, concert programs, donor materials, invitations and summer program catalog. Media and ad support via local/national vehicles. Presenting sponsorships. Sampling and couponing available. Web site and monthly e-mail newsletter visibility/links. Worldwide press release mentions. HMI tickets, passes, VIP seating and merchandise for client and employee relations.</p>	Varies	Varies
The Heuga Center Richard Norris (800) 367-3101 www.heuga.org www.verticalexpress.org	<p>Can Do—Educational/wellness program for people with multiple sclerosis and their families, empowers them to make the most of their abilities and manage the effects of living with a chronic condition. Supported by the Vertical Express for MS at over 20 resorts across the U.S. on Feb. 12.</p>	<p>Sponsorship, advertising and p.r. opportunities. Opportunities for onsite exposure at ski resorts across the country.</p>	Varies	Ongoing
KaBOOM! Carrie Suhr (312) 822-5250 www.kaboom.org	<p>Play-Based Marketing Programs—Programs leveraging PLAY as a brand-building tool and marketing platform. Programs promote the child's right to play; children's fitness and active lifestyles; play safety; obesity prevention; healthy families.</p> <p>Playground Builds—High energy community events where 200+ volunteers construct a playground in a single day.</p> <p>ESKAL8 Skatepark Program—Partner with youth and communities to build skateparks in one-day events that wrap up with skate "jams" for youth.</p>	<p>National retail promos; <i>Parents Magazine</i> advertorial; co-op merchandising programs; custom research releases; community events. Brand presence on program materials; logo on packaging; local/national media support; retail tie-ins.</p> <p>Brand presence on permanent site signage, event banners, T-shirts, Web site and collateral. Opportunities to involve elected officials, celebrities, business partners, corporate teams in high-profile event. Media initiatives tailored to meet sponsors' needs.</p>	<p>Varies</p> <p>From \$55,000</p> <p>From \$75,000</p>	<p>Year-round</p> <p>Year-round with min. five-month lead</p> <p>Year-round with min. five-month lead</p>
www.eskal8.org				

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KaBOOM! (continued)	University of Play ("U Play!") —Spring and Fall training events for leaders of 300 community playground and skatepark projects involving 60,000 volunteers year-round.	Custom recognition for all official sponsors; on-site signage, exposure in all marketing materials, in-market event participation	\$25,000 to \$150,000	Dec. and June
Keep America Beautiful Gail Cunningham (203) 323-8987, ext. 821 www.kab.org	Great American Cleanup —Annual nationwide community improvement program, featuring 30,000 cleanup, green-up, fix-up events in 15,000 communities involving more than 2.3 million volunteers from March 1 to May 31. Category exclusive national sponsorship opportunities include self-generated national promotions under the program umbrella; co-op merchandising programs; access to nationwide grassroots network of over 1,000 participating organizations..	Media support on local/state/national via internal/external p.r./comm. team; Web site/media partner links; brand presence on program materials; use of logo on packaging; ability to leverage through sponsor's promo/TV/print ads; sampling at events; in-market event participation/hospitality events	\$150,000/2-yr. min. annual sponsorship donation; plus opportunities for generating additional donations via additional program-related fundraising activities.	Nov. 1
Leukemia & Lymphoma Society Andrew Phillips (914) 821-8928 www.leukemia-lymphoma.org	Team in Training —Novice runners, walkers, cyclists, triathletes train for marathons and collect donations. Delivers 34,000+ participants, 1.8 million donors, and 100+ million impressions. Nationwide promotion.	National/local media support, print materials, Web sites; direct mail; personal fundraising Web pages; on-site signage/product sampling	Varies. National/regional/local sponsorships available.	Ongoing
www.teamintraining.org	Light The Night Walk —Held each September/October. Delivers 250+ separate events with 1.2 million donors and 125 million-plus impressions. Nationwide promotion.	National/local media support, print materials, Web sites; direct mail; personal fundraising Web pages; on-site signage/product sampling	Varies. National/regional/local sponsorships available.	March
www.lightthenight.org	Leukemia Cup Regatta —Sailors collect pledges to participate in post-race parties and win prizes. Opportunities include product promotion and sampling. Nationwide promotion.	National/local media support, print materials, Web sites; direct mail; personal fundraising Web pages; on-site signage/product sampling	Varies. National/regional/local sponsorships available.	August
www.schoolandyouth.org	School & Youth Campaign —Nationwide program held January to March that reaches 9 million students three to 18+, their parents and 500,000 teachers and administrators in 18,000 schools.	National/local media support, print materials, Web site; direct mail	Varies. National/regional/local sponsorships available.	March
	Golf Tournaments —Sponsorship opportunities include media/celebrity involvement. Local promotions.	Local media support/print materials, direct mail and Web sites; on-site signage/product sampling	Varies. Regional/local sponsorships available.	Varies by event
March of Dimes Birth Defects Foundation Rob Lucas (914) 997-4644 www.marchofdimes.com	WalkAmerica —Annual event that attracts more than 20,000 companies and over 1 million walkers and volunteers at 1,100 sites nationwide.	Identification on print materials, media coverage; on-site signage; sampling and couponing.	Sponsorships: national, \$150,000 to \$1MM; multimarket, varies	National: Sept. 15 Multimarket: Nov. 30;
	Prematurity Awareness Campaign —Promotes public awareness, consumer education and research to help families have healthier babies.	Fully integrated media campaign.	Varies	Ongoing
	Special Events —Includes Signature Chef's Auction in 175 cities; RIDE event in 80 sites with motorcycle clubs, dealerships, vendors and individual motorcyclists; testimonials and golf tournaments.	Customized by event and includes signage, media, sampling, client entertaining and b-to-b marketing.	Varies	Ongoing
	NICU Family Support —Provides information and comfort to families whose babies are admitted to a newborn intensive care unit.	Customized by market to complement existing NICU programs	Varies	Ongoing
Mothers Against Drunk Driving (MADD) Peggy Brock (469) 420-4521 Bobby Heard (469) 420-4518 www.madd.org	Programs tailored to meet the corporate partner's objectives. Various possible programs including Designate A Driver; Latino-targeting campaigns including Pasa Las Llaves, Protégé Tus Seres Queridos and Celebra Tu Cultura; MADD National Conference; Youth Power Camps; PROMise to Keep it Safe in-store promotions around prom time; School Outreach and Youth in Action high school efforts; the State Youth Summit and Tie One On for Safety campaign.	Varies	Customized to sponsors budgetary needs and specifications	Ongoing
Muscular Dystrophy Association Jerry Weinberg (520) 529-2000 www.mdausa.org	National Event Programs —such as Gala Social Events, Shamrocks Against Dystrophy, golf tournaments and other sporting events offer local sponsorships.	Customized	\$5,000-\$50,000, per event depending on market size	Flexible
	Jerry Lewis Labor Day Telethon —Customized marketing programs in all major markets. Sponsors receive appearances on the national/local telethon broadcast by 200 stations.	Local/national TV exposure. Multi-media options including Web.	\$2,500-\$50,000+ local; \$300,000+ national	Flexible
	Aisles of Smiles —Packaged goods manufacturers enter select products into sales agency-driven, seven-week program designed to increase traffic and boost trade relations/sales.	P-O-P, local media campaign; customized events available.	\$5,000-\$60,000 per category, depending on market size	Spring

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Muscular Dystrophy Association (continued)	Muscle Team —Proprietary society event featuring celebrities, sports, social and community leaders, held in cities across the U.S.	Varies. Mention in all media releases, promo materials and during event.	\$10,000-\$35,000 per market size	Ongoing
National AIDS Fund Lissa Gilden (202) 408-4848, ext. 211 www.aidsfund.org	HIV Prevention Challenge Grants Program —Provides grants to support HIV prevention programs via 500 community-based AIDS service organizations across the country. Community Partnership Development and Support —A Network of 29 community partnerships; nationally raised funds must be matched with locally raised dollars. AmeriCorps Program —Supports AmeriCorps members in Charlotte, Chicago, Detroit, Tulsa and Washington, DC, where they work and in AIDS service organizations learning about HIV/AIDS. Workplace Education and Business Leadership Initiative —With the Centers for Disease Control and Prevention, a resource for businesses and labor on HIV/AIDS issues for more than 10 years. Integrating HIV Education and Prevention Science —To develop a national model for making prevention intervention science practical for local funders and community-based organizations. Community Advocates Scholarship Program —Scholarships to individuals to assist them in attending national and international HIV/AIDS conferences.	Media support for all programs is on the local, regional and national levels. Visibility opportunities include support from in-house staff, promotional events, Web site stories and links, e-newsletter, presence at events.	Varies for all programs	Ongoing for all programs
Nat'l Assoc. for the Exchange of Industrial Resources Cruz Ramos (800) 562-0955 www.naeir.org	Accepts corporate donations of excess inventory, then redistributes goods to schools and nonprofits through 200+ page catalogs published every 10 weeks, special offer fliers, the NAEIR Web site and their grab bag warehouse. Donor companies earn tax deduction.	Direct mail, news releases, newsletter and Web site	No charge to donor corporations	Ongoing
National Aviation Hall of Fame Ron Kaplan (937) 256-0944 x16 www.nationalaviation.org	NAHF Learning Center —Dedicated to preserving the legacies of America's air and space pioneers and inspiring future generations. Interactive exhibits chronicle manned flight with focus on innovations and achievements of 180+ men and women enshrinees and have 1 million visitors annually. Annual Enshrinement Ceremony —"America's Oscar Night of Aviation" delivers upscale, black-tie audience of approx. 1,000. Project SkyReach —Innovative youth education initiatives for K-12 include inspiring and motivational "Duggy the DC-3 & Friends" and "Character Counts" programs. NAHF Mobile Museum Tour —Custom-built, double-expandable trailer features educational and interactive components derived from permanent NAHF Learning Center. Tour travel cross-country, 50 weeks annually making pre-arranged stops at schools, airshows, museums and other special and multi-cultural events.	Launch event. On-site and media recognition Media, on-stage; table-favors; logo on signage, VIP receptions; quarterly membership magazine; sampling opportunities; printed program Launch events; media recognition; enshrinee endorsements; logo on printed materials; "Duggy" program includes logo on flying aircraft, printed materials, and coupon/sampling and co-merchandising.	\$100,000 to over \$1 million \$6,000-\$90,000 Varies	Ongoing April Ongoing
National Center for Creative Aging Renya Larson (718) 398-3870 www.creativeaging.org	The Art of Aging: Creativity Matters —Shows the role that the arts play in the health and happiness of older people and reaches a broad segment of professionals in health care, social work and the arts, as well as older people themselves. National campaign events include exhibits of visual art created by older people across the country, town hall meetings, performances, and conferences. Creative Aging E-newsletter —National periodical to focus on issues of creativity and aging. Published six times a year and reaches a broad cross section of professionals in health care, social work and the arts. Creative Aging Web site —Provides networking and training resources to individuals interested in creativity in later life. Hosts the National Arts and Aging Directory, the only national listing of arts programs specifically tailored to older people.	Media support on local/regional/national levels; sponsored ads; signage; give-aways; posters; programs for exhibitions, performances and conferences. Name/logo placement on related promotional materials Technical assistance in design and distribution; hosting of e-newsletter. Sponsor recognition via name and logo placement on e-newsletter. Technical assistance and re-design; donation of software; Web site sponsor.	Ranges from \$500 to \$300,000 for all programs	Ongoing for all programs

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National Disaster Search Dog Foundation Development (888) 459-4376 www.searchdogsUSA.org	NDSDF rescues dogs from abuse, abandonment and euthanasia, partners them with firefighters, trains them to be highly skilled search teams and provides these teams free of charge to communities across the country. Customized corporate partnerships available through cause marketing, licensing and sponsorship of the annual Irondog canine/firefighter sports and skill competition	Customized support including exposure in NDSDF materials, Web site, local and national presentations and demos by search dogs and firefighter handlers, signage, use of PSAs.	Varies	Ongoing
National Kidney Foundation Corporate Development (800) 622-9010 www.kidney.org	The Cadillac Invitational —Attracts 20,000 high-demographic golfers annually to 130 tournaments culminating with a four-day, 72-hole National Finals at The Pebble Beach Resorts.	Exposure in tournament brochure/posters/tee markers; PSAs/p.r.; cross-promo branding, sampling and client entertainment packages.	\$10,000 to \$250,000	Flexible
	2004 U.S. Transplant Games —Four-day Olympic-style event held every two years for recipients of all organ transplants. Ten thousand people in attendance including transplant recipients, donors, medical professionals, families and friends.	Press releases, promotion videos, onsite signage/exhibitor space, and commemorative journal. Sampling and display opportunities.	Sports/special event: \$10,000 to \$250,000; Contributing sponsors: \$1,000 to \$10,000;	Flexible
	Kidney Cars Program —Largest national vehicle donation program with access to more than 75,000 consumers. Kidney Cars donors are college-educated, 41- to 60-years-old, with incomes between \$50K and \$119K.	Name/logo in program signature, product info, coupon distribution to donors, online promotion, print and broadcast press materials.	\$25,000 to \$100,000	Ongoing
	Kidney Walks —Fundraising program of 60+ non-competitive walks nationwide focusing on raising awareness about kidney disease and organ donation. Each walk attracts 300-500 participants from corporations, medical community and general public.	Exposure on promotional materials developed for/related to program, onsite product sampling and information distribution. Category exclusivity.	\$25,000 to \$300,000	Ongoing
National Multiple Sclerosis Society Fred Flanders (303) 813-6618 www.nationalmssociety.org	NMSS produces several mass marketed special events open to all comers, including MS 150 Bike Tour, with over 100,000 cyclists each year in over 100 communities throughout the country; The MS Walk, conducted in hundreds of communities in the U.S. each spring; The MS Challenge Walk, a 3-day walking event conducted in several major cities in the country involving hundreds of walking enthusiasts and volunteers.	Opportunity for several kinds and levels of sponsorship and media participation.	Varies, but many levels of support are offered nationally and locally.	Ongoing
National SAFE KIDS Stephanie Maurer (202) 662-0613 www.safekids.org	National SAFE KIDS Week —Annual program in May that combines a cause-related retail promotion, a national public relations/awareness campaign and community events.	Extensive media coverage garnering 200+ million impressions, in-store displays.	Ranges from \$50,000 to \$4 million per year	Varies
	Buckle Up —Comprehensive child passenger program, including child safety seat checkup events, seat distribution to at-risk populations and targeted education and media campaigns.	Highly visible media campaign; educational materials in a variety of languages.	Ranges from \$50,000 to \$4 million per year	Varies
	Walk this Way —Annual October event promotes pedestrian safety with volunteers walking children to school, teaching safe pedestrian behaviors and identifying pedestrian dangers.	National and local TV coverage, national print advertising, satellite media tour in selected markets.	Ranges from \$50,000 to \$4 million per year	Varies
	Defeat the Heat —Integrated public service program to educate children and parents about the risk of dehydration of active kids through grassroots events reaching thousands.	Integrated media plan, local event exposure and key retailer in-store activations.	Ranges from \$50,000 to \$4 million per year	Varies
	Portfolio of Projects —Sponsors opportunities available to corporations in support of the work of NSK. Can be customized to address the specific interests of a potential partner.	Appropriate and agreed-upon media and trade marketing activities consistent with the sponsorship.	Ranges from \$50,000 to \$4 million per year	Varies
National Wildlife Federation Greg Griffith (703) 438-6065 www.nwf.org www.eNature.com	Founded in 1936, NWF is the largest conservation organization. Award-winning publications reach over 2 million subscribers and include Ranger Rick, Your Big Backyard, Wild Animal Baby and National Wildlife. NWF also reaches over a million people each month via its Web sites, newsletters and retail catalog. Two TV series based on NWF's kids' publications are currently in development, to be released in 2005 and 2006. Cause marketing partnerships are available for product and content licenses, promotions, event and program sponsorships and more.	Exposure via magazines, Web sites, newsletters, member lists, IMAX films, TV programming, videos, licensed products, conservation programs and more. NWF works with corporations to customize each partnership based on their goals.	Varies	Ongoing
North Shore Animal League Lisa Wilson (516) 883 7900, ext. 389 www.nsalamerica.org	Shelter Adoptions —National initiatives promote the adoption of shelter pets. Additional New York Metro and Tri-state area initiatives support 20,000 adoptions a year from local headquarters. Tour for Life —Month-long p.r. and adoption event in April with three 35-foot mobile adoption units in 30 markets, 100+ animal welfare groups.	Celebrity PSA campaign, member database and communications, website, online/offline newsletters, marketing and p.r. staff, event management.	Varies	Flexible

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CHARITY/CAUSE	PROGRAM OVERVIEW	SUPPORT	COST	DEADLINE
North Shore Animal League (continued)	<p>Pet Adoptathon—Largest single adoption event in May with 2,000+ shelter registrants in 50 states and 25 countries</p> <p>Sponsor a Dog/Cat—National fundraising campaign to support special needs animals who require medical care and/or are unlikely to ever be adopted.</p> <p>Humane Education—National curriculum and educational materials for elementary through High school children, promoting the humane care and treatment of animals.</p> <p>Additional Opportunities—Various events, e-marketing, licensing and more.</p>			
Pop Warner Little Scholars Mary Fitzgerald (215) 752-2691, ext. 20 www.popwarner.com	Founded in 1929, Pop Warner Little Scholars continues to grow and serves as the only youth football, cheerleading and dance organization that requires its participants to maintain academic standards in order to participate. Pop Warner's commitment to academics is what separates the program from other youth sports around the world.	Supports all initiatives. Mailings, registration sign-ups, summer camps, product licensing, mass and specialty retail promotional programs and national sponsorships	Overall presenting sponsor: \$500,000/yr Category exclusive sponsor: \$250,000/yr Licensing royalty: 8-12%	Ongoing
Reading is Fundamental Rich Maiore (202) 673-1603 www.rif.org	Nation's oldest and largest children's literacy organization located in 25,000 sites. This year RIF will distribute more than 17 million new books to children ages 0-18. RIF's approach to corporate partnerships is to develop a signature marketing program for each partner that is national in scope, local in execution; offers turn-key implementation; utilizes a variety of touch points; and provides measurable results.	Extensive marketing and public relations support for all programs. RIF oversees development of branded materials, tailored trade promotions, and product/event tie-ins.	Varies	Ongoing
Ronald McDonald House Charities Mike Balousek (312) 220-3200 www.rmhc.org	RMHC's themed FSI program is designed for retail service clients and to sell incremental cases of participating brands, while providing a platform to create a consumer/trade event to benefit a variety of causes including Ronald McDonald House and Care Mobile. The FSI runs September 18 and will have sponsor shots/logos on the front cover.	TV spots; opportunity to develop account-specific programs with key retailers; logos on McDonald's tray liners/posters; use of logo and licensing rights.	September 18 FSI: \$150,000	September 18 deadline: June 17
Rotary International Robert Mintz (847) 866-3445 www.rotary.org	Main objective is to address critical issues such as children at risk, poverty and hunger, the environment, illiteracy and violence prevention. Cause-related partnerships are available for all initiatives. Sampling opportunities include Polio Plus and the International Convention.	Ads in <i>The Rotarian</i> ; newsletters; visibility on Web site; support from in-house p.r.; exposure in 166 countries through 30,000+ local clubs; use of logo.	Varies	Ongoing
San Diego Zoo/San Diego Wild Animal Park Laurie Chadwick (619) 744-3349 www.sandiegozoo.org	Worldwide field projects on five continents, striving to save endangered species. Partnerships leverage facilities, a member base of 500,000-plus and approximately 5.7 million Web page views monthly. Customized sponsorships, licensing, and cause-marketing programs designed to support company's goals.	Marketing support for national and regional campaigns. Short-term promotional programs or long-term cause-branding relationships with category exclusivity.	Varies	Ongoing
Save The Children Lori Redmer-Corporate Erika Foster-Licensing (203) 221-4000 www.savethechildren.org	Save the Children is the leading independent organization creating real and lasting change for children in need in the U.S. and in more than 40 countries around the world. Corporate collaborations can include cause-marketing promotions, cash or in-kind donations, corporate holiday cards, child sponsorships, employee giving campaigns and product licensing, which utilizes artwork from semi-annual art contests	Customized to partners' needs. Use of logo/artwork; category exclusivity; publicity via newsletter and Web site links/features, custom events, and national/local press releases; proprietary distribution channels.	Minimum corporate commitment \$25,000; Licensing minimum on a case by case basis.	Ongoing
Share Our Strength Howard Byck (202) 478-6511 www.strength.org	Mobilizes individuals and corporations to fight hunger and poverty. National and local partnerships available, including promotions, sponsorships, joint ventures and licensing agreements. Programs include Taste of the Nation, The Share Our Strength Dinner Series, Operation Frontline, Conference of Leaders and The Great American Bake Sale.	National and local media outreach; publicity in <i>Nation's Restaurant News</i> and other epicurean publications; use of logo on programs' collateral materials; presence on Web site, sampling of products/services.	Varies	Ongoing
Special Olympics Libby Andrews (202) 824-0327 www.specialolympics.org	Offering customized impact events and promotional packages in the U.S. and 150 countries worldwide designed to meet sponsors needs and objectives. Successful retailer activation programs for companies, grassroots initiatives as well as sports-specific sponsorship opportunities on a global basis.	Global/national/local media outreach; mention in <i>Spirit</i> magazine; use of logo and trademarks; Web site visibility; signage and brand presence opportunities.	Varies	Ongoing
Susan G. Komen Breast Cancer Foundation Cindy Schneible (972) 855-1617 www.komen.org	An international organization with local affiliates and events like the Komen Race for the Cure® to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment. Strategic marketing opportunities and special events created to benefit the Komen Foundation.	Customized	Ongoing	Varies

Cause Marketing Planner 2005

CHARITY/CAUSE	PROGRAM OVERVIEW	SUPPORT	COST	DEADLINE
T.J. Pappas School for the Children of Homeless Families Kathleen Toupin (480) 609-3978 www.RotaryRiverRally.com	Rotary River Rally —Community fund-raiser held on April 15-16 is produced by Rotary Club volunteers to raise money for educating homeless children, while offering a fun, educational event to the community.	Customized to meet sponsors needs	\$250 to \$15,000	August
Tempe Sister City Organization Kathleen Toupin (480) 609-3978 www.tempe.gov/Sister.com	Way Out West Oktoberfest —Annual event, held on September 31 to October 2, produced by 2,000 Tempe Sister City volunteers to raise money to support international student/teacher exchanges and other humanitarian projects with Tempe's seven sister cities around the world.	Customized to meet sponsors needs	\$2,500 to \$30,00	August
United Service Organizations (USO) Kathy Majarich (703) 908-6495 www.USO.org	For more than 64 years, the USO has delivered a touch of home to active-duty military and their families. With 125 locations worldwide, the USO's programs and services include Airport Centers, Fleet Support Centers, Family and Community Centers, Mobile Canteens and the USO Celebrity Entertainment Tours.	Promo materials, TV coverage, press releases, USO Web site and signage at celebrity tours; 40+ overseas centers. Sampling, field marketing, special events and national promotions.	Varies	Varies
United States Fund for UNICEF Warren Lee (212) 880-9116 www.unicefusa.org	UNICEF provides education, immunization, adequate nutrition, HIV/AIDS prevention and care/emergency relief to children in 158 countries around the world. Cause-related marketing opportunities customized to meet corporation's goals, either to leverage existing marketing platforms or incorporated into our own national/regional properties, such as Trick-or-Treat for UNICEF, UNICEF Snowflake, and UNICEF's Mother's Day campaign. Corporations can purchase UNICEF corporate greeting cards to send during the holiday season, of which 75% of net proceeds supports the organization's mission.	Extensive network of resources, including use of name and logo when appropriate.	Varies	Varies
U.S. Navy Seabee Museum William C. Hilderbrand, Captain CEC, USN (Ret.) (228) 865-0480 www.seabeehf.org	Founded in 1942. Now a limited number of "Official Founding Sponsors" can tie their cause-marketing to a \$12 million campaign to build an exciting new museum to tell the Seabee story. Sponsors can tap into a growing wave of patriotism and popular support for the men and women serving in today's military by connecting customers and employees to this compelling cause	Customized strategies reaches the 750,000 Seabee veterans and their families, also each partner's targeted customers and stakeholders. Opportunities to drive advertising, p.r. and promotions; permanent recognition at museum site.	\$1 million per category-exclusive Founding Sponsor—payable over four years	Dec. 15
Volunteers of America Stephen Abbott (703) 341-5000 www.volunteersofamerica.org	A national human services charity that helps more than 1 million people each year in 12 outreach and assistance programs via a network of professional staff and volunteers in 40 local offices. The primary focus is helping children, the elderly, homeless individuals and families meet challenges and rebuild their lives. Customized partnership packages designed around a company's goals tied in with VOA initiatives.	National/local p.r.; recognition on promotional materials; Web site visibility; national TV, radio, and print PSAs; customized opportunities.	Varies	Ongoing
World Wildlife Fund Laura Flores (202) 778-9798 www.worldwildlife.org	The global conservation organization, with more than 1 million members in the U.S. and 5 million worldwide. WWF creates custom programs for licensing, promotions and sponsorships.	Assistance with product and program development; p.r.; membership newsletter; Web site; multi-partner promotions.	Licensing: \$75,000 minimum; CRM programs: \$100,000+	Ongoing
Youth Fitness Coalition, Inc./Project ACES H.J. Saunders (201) 433-8993 www.projectaces.com	<p>Project ACES Day—All Children Exercise Simultaneously. The first Wed. in May, millions of children, parents and teachers exercise simultaneously in a gesture of fitness and unity. It underscores the need for quality Physical Education in our nation's schools.</p> <p>Project ACES Clubs—Sites conduct daily/weekly/monthly participation assemblies with guest speakers as part of community outreach with different lifestyle and fitness related themes.</p> <p>Recognition Banquet—Honoring the leaders and participants with the most creative solutions and outcomes for Project ACES events and programs.</p>	Customized programs to meet sponsor's needs. Sponsors linked to Web site. Sponsor's logo in press releases, clothing, promotional and other appropriate onsite materials. Media coverage at sites for events and programs. Partnerships are forged with like-minded organizations including the President's Council on Physical Fitness and Sports.	Varied depending on sponsor's needs and number/type of sponsors per event. Opportunities range from \$15,000 to \$500,000+. Custom packages available. Contributions and in-kind donations are tax deductible.	Project ACES Day: six months prior to the annual May event. The Recognition Banquet, Project ACES Clubs, Research Study are yearlong and ongoing.