CAUSE MARKETING
HOW TO BECOME A FRED HUTCH
CAUSE MARKETING PARTNER
What is Cause Marketing?

By definition, cause marketing is: "when a nonprofit and a for-profit corporation partner together with the purpose of advancing the mission-related work of the nonprofit, and the marketing goals of the corporation."

Cause campaigns can take on many forms, including:
- Cash register promotion
- Call to action
- Percentage of sales donation
- Social media engagement
- Special product creation
- Buy one, give one

What are the benefits of Cause Marketing?

The purpose of cause marketing is to increase awareness and exposure of both the for-profit and the nonprofit organizations. When cause marketing is effective, benefits may include:
- Improved brand loyalty
- Increased sales
- Enhanced employee morale

The 2013 Cone Communications Social Impact Studies found that 89 percent of Americans are likely to switch brands to one associated with a cause, given comparable price and quality, jumping nearly 35 percent since 1993.

Why partner with Fred Hutch on a Cause Marketing Campaign?

Because Cures Start Here. Long recognized as one of the top cancer research centers in the world, Fred Hutch is on the threshold of extraordinary advances in the way we prevent, diagnose and treat cancer and other life-threatening diseases. But we need your help. By partnering with Fred Hutch you can help fuel groundbreaking discoveries in cancer research and treatment, and help us to save lives faster.

A cause marketing partnership with Fred Hutch will empower you and your customers to make a direct impact on research and discoveries that keep our community healthy.

We welcome the opportunity to talk with you about creating a unique cause marketing campaign that raise awareness and funds for your business as well as our support our mission.
How will the funds from our cause marketing campaign be allocated?

The funds raised by cause marketing campaigns may be a general donation towards the center’s greatest need or may be directed towards a specific area of research, a research focus or go towards the patient and family support programs.

Examples of Fred Hutch Cause Marketing Partnerships:

When you shop at your neighborhood SAFEWAY or ALBERTSONS, your change can drive change! Ask your checker to round up your purchase, or make a contribution at the check stand. Either way, you can be confident that 100% of all donations stay in the community, to help Fred Hutch, UW Medicine and Seattle Cancer Care Alliance give women longer, healthier lives.

MICHAEL’S TOYOTA OF BELLEVUE is continuing their support of Fred Hutch and Breast Cancer Awareness Month, with $50 per car sold in October going directly to breast cancer research at Fred Hutch.

Seattle-based glassybaby was founded by a three time cancer survivor who found great hope and healing in the light of a lit handmade votive. Now you can support Fred Hutch with your purchase of several beautifully colored votives with 10 percent of sales donated to Fred Hutch.

When you purchase a ‘believe’ glassybaby, 10 percent from the sale will be donated to Fred Hutch’s Family Assistance Fund.

When you purchase a ‘belle’ glassybaby, 10 percent from the sale will be donated to Fred Hutch’s Solid Tumor Translational Research.
We’re ready to get started

What are the next steps?
Thank you for your interest in supporting Fred Hutch! To help promote your campaign, Fred Hutch will provide selected benefits based on the level of funds generated by your campaign. We invite you to review the following Cause Marketing Benefits grid to learn more about the benefits provided by Fred Hutch.

If you would like to submit your promotion for review and approval, please complete the Cause Marketing Proposal and Agreement and return to causemarketing@fredhutch.org.

All cause marketing promotions to benefit Fred Hutch must be approved in writing by Fred Hutch’s Development Department prior to commencing any promotions or activities that use Fred Hutch’s name, logo or marks. Cause Marketing partners must agree to comply with the terms and conditions outlined in the Cause Marketing Agreement.

If you have questions or would like to have a Fred Hutch representative contact you to discuss Cause Marketing, please email causemarketing@fredhutch.org and someone from the Development team will contact you shortly.
Cause Marketing

Cause Marketing Benefits

The following levels indicate benefits that Fred Hutch can provide as you plan your fundraising campaign.

<table>
<thead>
<tr>
<th>Level One</th>
<th>Level Two</th>
<th>Level Three</th>
<th>Level Four</th>
<th>Level Five</th>
<th>Level Six</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events Grossing $1,000 - $4,999</td>
<td>Events Grossing $5,000 - $9,999</td>
<td>Events Grossing $10,000 - $24,999</td>
<td>Events Grossing $25,000 - $49,999</td>
<td>Events Grossing* $50,000 - $99,999</td>
<td>Events Grossing* $100,000 +</td>
</tr>
</tbody>
</table>

Fred Hutch Name
Use of Fred Hutchinson Cancer Research Center’s name as beneficiary organization, outlined in guidelines and subject to approval.

Annual Report**
Recognition in Fred Hutch’s online annual report [3,064 unique visitors].

Fred Hutch Collateral
Up to 250 Center brochures for distribution.

Fred Hutch Tour with Check Presentation
Tour Fred Hutch and have the opportunity to present a check on campus; must be requested.

President’s Circle Membership**
Enrollment in Fred Hutch’s President’s Circle program with exclusive benefits.

Fred Hutch logo
Use of Fred Hutch’s logo for cause marketing promotions in accordance with guidelines established by Fred Hutch.

Fred Hutch e-newsletter
Promotion publicized in Fred Hutch news, weekly e-newsletter distributed to 4,000 employee subscribers.

Fred Hutch CRM Web Promotion Page
Publicize promotion via a Fred Hutch custom cause marketing web promo page

Media and Publicity Plan
Option to work with Fred Hutch Media Relations to create & execute a media/publicity plan.

Need more information about planning a cause marketing campaign to benefit Fred Hutch?
Contact causemarketing@fredhutch.org

Please Note: Customized packages are available. Availability of benefits is dependent on commitment date and subject to change. The benefit level for each promotion must be approved by Fred Hutch in its discretion. In determining the appropriate benefit level for the Promotion, Fred Hutch will consider any written pledge agreement for the Promotion, the donation history for the Promotion and any other special circumstances relating to the Promotion. Fred Hutch will notify the Sponsor of the benefit level for the Promotion as soon as reasonably possible after its approval of the Promotion. If Fred Hutch is not the sole beneficiary, the Promotion benefits will be determined based on the gross proceeds benefiting Fred Hutch.

* Benefits will be provided following one year of grossing at specified category level. To continue receiving benefits in a given year, the promotion must have grossed the necessary amount in the preceding year.

** Annual report and President’s Circle (PC) recognition only available if the donation received is in a single sum to Fred Hutch by one individual, organization, corporation, or entity. PC Corporate benefits include: company logo and website link on PC website, company name recognition in a Puget Sound Business Journal full page ad, name recognition on PC member wall, special recognition in Fred Hutch Annual Report, invitations to exclusive member events, President’s Reflections letters and e-updates.
Cause Marketing Promotional Agreement

Thank you for selecting Fred Hutchinson Cancer Research Center [Fred Hutch] as the beneficiary of your cause marketing promotion. Fred Hutch appreciates the efforts of all who wish to support our mission. However, there may be reasons that require Fred Hutch to decline certain promotions. Approval of cause marketing promotions is within the sole discretion of Fred Hutch. All cause marketing promotions to benefit Fred Hutch must be approved in writing by Fred Hutch prior to commencing any activities, advertising or planning relating to the promotion that uses Fred Hutch’s name or marks. Please complete this cause marketing proposal and submit it to Fred Hutch at least four weeks prior to beginning any activities. Fred Hutch will contact you after its review is complete. If your proposal is accepted, you will be asked to enter into an agreement regarding the operation of the cause marketing promotion.

We are honored that you have selected Fred Hutch and we are grateful for your efforts. Thank you.

Cause Marketing Promotion Summary

Sponsor(s) of Promotion ________________________________

Primary contact ______________________ Title ________________________________

Address ________________________________ City ______________ State ____ Zip ______

E-mail ________________________________ Web site(s) ________________________________

Please answer the following, attaching additional pages if necessary
Describe your promotion and how you intend to raise money:

__________________________________________________________________________

__________________________________________________________________________

Provide the timeframe of your promotion, including start and end dates:

__________________________________________________________________________

__________________________________________________________________________

How do you plan to publicize your effort?

__________________________________________________________________________

__________________________________________________________________________
Please check the sources of income for the Promotion:

☐ Percentage of proceeds  ☐ Flat contribution  ☐ Other ____________________________

Will the Center be the sole beneficiary? If splitting proceeds with another entity, what is the percent of proceeds designated for each beneficiary?

________________________________________

What is the contribution you hope to raise for Fred Hutch [net of expenses]?

$

________________________________________

Have you sponsored a promotion for Fred Hutch before? If yes, please provide promotion name and date of promotion:

________________________________________

Will the donations from the cause marketing promotion be directed to Fred Hutch’s general fund or restricted to a specific purpose? Donations may only be restricted to a specific purpose if sponsors promote the fact that donations will be directed for that purpose in advance on all promotional materials.

________________________________________

By signing below and submitting this proposal to Fred Hutch, you agree and represent that if Fred Hutch accepts your offer to conduct the proposed promotion [a] you are authorized to sign this proposal on behalf of the sponsor, and [b] all information provided by the sponsor to Fred Hutch relating to this proposal is true and correct in all material respects.

Accepted and agreed to:

Name of sponsor ____________________________________________________________

Name [and title] of authorized signatory __________________________________________

Signature of authorized signatory ________________________ Date ________________

For review, please return to:

causemarketing@fredhutch.org
Cause Marketing Agreement

This Cause Marketing Agreement ("Agreement") will apply to the cause-related marketing promotion ("Promotion") to benefit Fred Hutchinson Cancer Research Center ("Fred Hutch") that is described herein.

1. Promotional Activities on behalf of Fred Hutch.

1.1 This Agreement together with the Cause Marketing Proposal which is attached hereto and incorporated herein provides the basis for a Promotion to be organized by Sponsor on behalf of Fred Hutch.

1.2 The Promotion will not be a Fred Hutch promotion, but a promotion to raise funds for donation by Sponsor to Fred Hutch. Fred Hutch may only be identified as the beneficiary of the Promotion and not the sponsor of the Promotion. Promotional materials must clearly state that Fred Hutch does not endorse the use of Sponsor’s products or services. Fred Hutch cannot take a coordinating role in planning the Promotion and its officers and employees cannot assist the Sponsor in the execution or publicity of the Promotion. Fred Hutch will not provide funding for expenses of the Promotion and will not provide access to its donor database to the Sponsor for use in connection with the Promotion. Sponsor is not the agent for Fred Hutch and has no authority to enter into any contract or commitment on behalf of Fred Hutch or otherwise act on Fred Hutch’s behalf.

1.3 Fred Hutch cannot accept and Sponsor agrees not to donate to Fred Hutch any funds derived from terrorist activities or obtained by illegal means.

1.4 Sponsor donations from the Promotion may be directed to Fred Hutch’s general fund or may be directed for use for a general restricted purpose [e.g. breast cancer research]. Donations may only be restricted to a specific purpose if Sponsor states that the proceeds of the Promotion will be directed for that purpose in advance on all promotional materials [including web-based, advertising, TV/radio, public relations materials]. Donations that are not specifically directed will be given to the general fund.

1.5 Sponsor is responsible for obtaining all necessary licenses and permits relating to the Promotion and for ensuring that the Promotion is conducted in accordance with all applicable laws and regulations. Fred Hutch cannot provide legal or tax advice and Sponsor should consult Sponsor’s own legal or financial advisors for such advice.

2. Liability and Insurance.

2.1 Fred Hutch is not financially or otherwise liable or responsible in any way for the promotion or staging of the Promotion or for any claims, damages, liabilities, injuries, losses or expenses that arise out of or relate to the Promotion. The Sponsor agrees to indemnify, defend and hold harmless Fred Hutch, its trustees, officers, employees and agents and their successors and assigns ("Indemnified Parties") of and from all claims, damages, liabilities, injuries, losses or expenses (including, without limitation, attorneys’ fees and costs) that arise out of or relate to the Promotion or its planning or development except to the extent caused by the Indemnified Parties.

2.2 The Sponsor, at its expense, agrees to maintain liability insurance that is appropriate for the Promotion and is acceptable to Fred Hutch. The Sponsor will provide Fred Hutch with evidence of insurance upon request.

3. Processing and Receipting of Donations from the Promotion.

3.1 All donations from the Promotion must be made payable to Fred Hutch and remitted to Fred Hutch within six (6) months after the Promotion ends. Within a reasonable time after receipt of a donation from the Sponsor, Fred Hutch will deliver to the Sponsor a written acknowledgment of the donation.
4. Use of Fred Hutch’s Name and Marks.

4.1 The name “Fred Hutchinson Cancer Research Center,” its logos and other promotional materials or photographs relating to Fred Hutch (including any that appear on its website) are trademarked and copyrighted materials (collectively “Fred Hutch Marks”). Fred Hutch Marks cannot be displayed, copied or used in any manner without prior written consent from Fred Hutch. Approval of the Promotion and acceptance of the Agreement does not constitute consent to use the Fred Hutch Marks except as provided in Section 4.2 below. Consent to use the Fred Hutch Marks is at the discretion of Fred Hutch.

4.2 If use of Fred Hutch name is permitted under this Agreement, the name “Fred Hutchinson Cancer Research Center” must always be used in its entirety at the first mention. Sponsor has no rights to any Fred Hutch Marks or any combination or derivative of such Fred Hutch Marks, nor is Sponsor given the right to raise funds in the name of “Fred Hutchinson Cancer Research Center” for any purpose other than those stated in this Agreement or as otherwise agreed by Fred Hutch in writing. Sponsor may state that the Promotion is to support Fred Hutchinson Cancer Research Center, or that proceeds from the Promotion benefit Fred Hutchinson Cancer Research Center, but may not use any other Fred Hutch Marks unless agreed in writing by Fred Hutch.

4.3 Any material (including web-based, advertising, TV/radio, public relations materials) using Fred Hutch Marks must be submitted for approval prior to being printed or circulated. Requests to use any Fred Hutch Marks take at least 72 hours to process and may take longer depending on the circumstances.

5. Term and Termination.

5.1 The term of this Agreement will be one year from the date this Agreement is accepted and agreed to by an authorized representative of Fred Hutch.

5.2 Either party may terminate this Agreement at any time in its sole discretion by giving the other party written notice of termination. Upon termination of this Agreement, Sponsor will immediately stop using any of the Fred Hutch Marks unless otherwise agreed in writing by Fred Hutch.

Accepted and agreed to:

SPONSOR

Name of Sponsor

Printed Name of Authorized Signatory

Signature

Date

FRED HUTCHINSON CANCER RESEARCH CENTER

Fred Hutchinson Cancer Research Center

Printed Name of Authorized Signatory

Signature

Date