

Cause-related Marketing Quick Facts:

The phrase "cause-related marketing" first appeared in 1983 during American Express' campaign to raise money for the restoration of the Statue of Liberty. The company made a one-cent donation to the Statue of Liberty every time someone used his or her charge card. By the end of the campaign, the number of new card holders had grown by 45% and card usage had increased by 28%.

Since then, American Express has raised more than \$21 million for Save our Strength, a hunger-prevention group based in Washington D.C. Joanne Fisher, a spokesperson for American Express said: "We look at this as a win-win situation... Cause-related programs continue because they work." (Source: *Inside Giving Magazine*).

Other studies have found that:

- **86%** of consumers prefer a product that benefits 'a good cause' or issue close to their hearts if faced to make a decision between two products of similar quality and price. (Source: *Inside Giving Magazine*)
- **67%** of consumers think that more companies should be involved in cause-related marketing. (Source: *Business in the Community*)
- **85%** of corporations and **65%** of not-for-profit organizations participated in cause marketing in 1999. (Source: *Time Magazine*)
- **78%** of "environmentally-concerned" individuals favor working with a conservation organization that promotes programs with business rather than with confrontation or court battles. (Source: *American Forests*)
- North American companies spent **\$545 million** on cause-related marketing in 1998, a 400 percent increase from \$125 million in 1990. (Source: *Inside Giving Magazine*)
- **58%** of marketing directors agree that a cause-related marketing strategy provides companies with the opportunity to address business objectives and social issues at the same time. (Source: *Cone/Roper Studies*)
- **75%** of chief executives, marketing directors, and community affairs directors believe that cause-related marketing can enhance corporate or brand reputation. (Source: *Business in the Community*)
- **87%** of employees whose companies have a cause-related marketing program feel proud of their companies' values. (Source: *Cone/Roper Studies*)