



HOW COMPANIES CAN SUPPORT ROTARY

Information and Guidelines for Cause Marketing Relationships with Rotary

Thank you for your interest in supporting Rotary. We connect 1.2 million members in more than 35,000 Rotary clubs in over 200 countries and geographical areas. Rotary supports this global network of volunteer leaders as they tackle the world's most pressing humanitarian challenges.

Together with our partners, we are:

- Eradicating polio — uniting the world to end polio, once and for all
- Promoting peace — encouraging conversations to foster understanding within and across cultures
- Fighting disease — educating and equipping communities to stop the spread of life-threatening diseases
- Providing clean water — building local solutions to bring clean water to more people, every day
- Saving mothers and children — expanding access to quality care, so mothers and their children can live and grow stronger
- Supporting education — empowering educators to engage children and inspire them to learn
- Growing local economies — creating opportunities to help people and communities thrive financially and socially

A Case for Cause Marketing

According to the 2015 Cone Communications/Ebiquity Global CSR Study, consumers around the world are more informed and empowered than ever before. They recognize the impact they can make, not only through their purchasing decisions, but also through the personal choices they make to advance social and environmental change.

The research found that global consumers consider a company's social and environmental commitments before making important decisions:

- **90 percent** are likely to **switch brands** to one associated with a good cause, given similar price and quality.
- **83 percent** say that, whenever possible, they try to **purchase products** or services that are socially or environmentally responsible.
- **88 percent** have a **more positive image** of a company that supports social and environmental causes.
- **79 percent** are more likely to **trust** a company that supports social and environmental issues.
- **67 percent** are **more loyal** to a company that supports social and environmental issues.

Companies who create authentic relationships with a cause partner like Rotary can benefit from these consumer trends, build customer engagement, trust and loyalty. The information and guidelines below will help you determine whether a cause-related marketing promotion with Rotary can meet your business objectives while advancing our causes and supporting our work.

Rotary International's Cause Marketing Guidelines

Transparency and Disclosure

Rotary follows the Better Business Bureau (BBB) [Standards for Charity Accountability](#). These U.S.-based voluntary standards require clear and full disclosure to the consumer in all aspects of operation including cause marketing (Standard 19). In compliance with these standards we, when funds are raised through a consumer purchase or promotion, require full disclosure of the benefit to the organization on all packaging, advertising, and promotional materials, in clear terms. All companies that participate in cause marketing promotions with Rotary must be able to comply with this requirement. To ensure compliance, Rotary will work with your company to suggest and approve disclosure language. Online promotions should also follow these standards.

Business Criteria

Generally, Rotary prefers an organization seeking a cause marketing relationship with us to have been in business for a minimum of one year. New products or product lines from an established company may be considered.

Rotary Database

Rotary has a large international member base; however, we do not enter into cause relationships that aim to market solely to Rotary club members. Rather, we work with companies that are willing to reach a broad audience, including their own customer base, through the promotion and support of Rotary's cause and brand. If companies wish to market solely to Rotary Club members, they may apply to post offers on Rotary Global Rewards, Rotary's membership benefits program.

Rotary will not agree to sell, loan, or distribute its mailing list or email addresses to any company or individual.

Endorsement

Rotary does not endorse any company's products or services. Promotional materials and communications cannot include any wording or design that suggests endorsement or approval of a product or service by Rotary and must be reviewed and approved by Rotary.

Advertisement

Rotary may publicly acknowledge its corporate cause alliances, but because of Rotary's nonprofit status, it cannot advertise for Rotary partners or promote, sell, or distribute its partners' products or services.

Celebrities

Rotary is unable to secure celebrities for promotional purposes for a company's cause promotion on behalf of Rotary.

Licensing Rights and Logo Usage

Rotary owns the "Rotary" name, masterbrand signature, mark of excellence, annual Rotary Convention logo and numerous other word and design marks (Rotary Marks). With a mutually agreed upon arrangement of mission support and financial commitment, Rotary may or may not allow for use of its Rotary Marks. Use of Rotary Marks is prohibited unless there is a fully executed agreement that includes licensing rights and outlines how the Rotary Marks will be used. Rotary must receive the fully executed agreement before any Rotary Marks are released. All Rotary Marks must be utilized in accordance with the graphic standards that Rotary sets forth in section 33 of the Rotary Code of Policies and can be used by a third party only after the review and written approval of Rotary.

Website Hyperlinks

Rotary will not provide hyperlinks from Rotary's websites to external sites except as specified through a cause marketing or other agreement.

Commercial Co-Ventures (CCVs or Portion of Purchase Promotion)

Beyond the requirements under Standard 19 of the BBB Standards for Charity Accountability, any promotion that incentivizes sales or a consumer action in the U.S. may trigger commercial co-venture statutes in some states.

Specific requirements for CCVs vary from state to state and may include registration by the charity and/or company, filing of a written contract, final accounting or reporting, and specific advertising disclosures. Rotary will follow all state requirements related to charity CCV regulations and any international regulations for campaigns conducted outside the U.S. Although Rotary cannot give legal advice to third parties, we recommend that any company entering into a cause marketing relationship with Rotary seek legal counsel to ensure compliance with all applicable requirements.

Contract

All cause marketing campaigns must have a written contract, either with Rotary International or The Rotary Foundation, that itemizes the terms of the relationship, including the dates of the campaign, the amount to be donated per transaction, and any guaranteed minimum or maximum contribution amount.

Guaranteed Minimum Donation

Rotary requires a guaranteed minimum donation on all cause marketing campaigns. While the guarantee will be determined case by case, Rotary aims for a minimum guarantee of \$50,000 for a shorter-term campaign and at least \$100,000 for a yearlong relationship. Determining factors may include the size and reputation of the company, the prestige and power of the company's brand, the ability of the promotion to raise the visibility of Rotary's causes or widen its donor or membership base, the promotional commitment behind the campaign, the products and quantity of products included in the promotion, the price of the products, and level of distribution, along with other factors within the relationship.

If you have any questions, write to sponsorships@rotary.org. We look forward to working with you to see whether a cause marketing relationship with Rotary is right for your company.