



The National Children's Cancer Society Generates Ongoing Support Through Creative Corporate Partnerships

Program provides a 3-way win for the charity, corporations and donors

When Nationwide Insurance approached The National Children's Cancer Society ([NCCS](#)) about ways to benefit both organizations and consumers at the same time, leadership at the charity organization viewed the idea as a win-win-win opportunity.

They proved to be right. Nationwide acquires new customers from NCCS supporters who favor doing business with a company that shares their passion for helping children with cancer. The NCCS benefits when NCCS constituents choose Nationwide.

"The partnership allows us to offer special discounts to their supporters," explained Kortnee Campbell, senior relationship manager for Nationwide. "And Nationwide is proud to provide a benefit to NCCS while helping NCCS supporters protect what matters most." The NCCS makes it easy for its supporters to find out about the program with a [link](#) on its website.

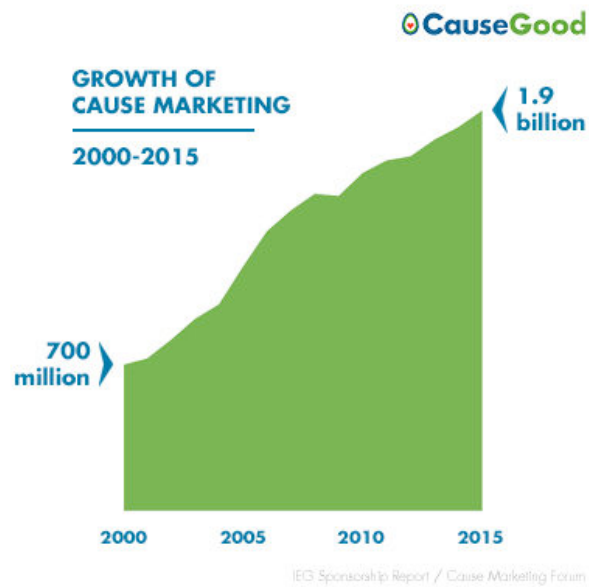
With NCCS corporate partner Agelity, Inc., a company providing a discount prescription drug card, vital revenue is generated to the children's cancer charity whenever an individual receives a discount on their prescription using the Agelity card.

"There are a lot of discount cards out there and we wanted to differentiate ourselves," said Anthony Scardino, vice president of sales and marketing for Agelity. "We've also been able to help the NCCS promote their program services by sharing what they do with some of our other partners. It's a win-win-win, a perfect partnership for us."

NCCS supporters can also use the [Agelity link](#) on the NCCS website to research participating pharmacies in their community and check prescription drug prices. Agelity works with 95 percent of the pharmacies in the U.S, providing tremendous exposure to the NCCS, Scardino said.

Cause marketing, or the partnering of charities with corporations and businesses, continues to grow annually as consumers increasingly seek to spend their money

with businesses that are intentional about impacting people and communities as part of their business philosophy.



Source: CauseGood

A [2013 social impact study](#) by the Cone Research Group revealed the following:

- Nearly all U.S. consumers say that when a company supports a cause, they have a more positive image of the company (93%) – up from 85% in 2010 and 84% in 1993
- Americans say they are also more likely to trust (90%) and would be more loyal (90%) to companies that back causes
- Whether and to what extent a company supports an issue influences a variety of personal decisions as well, including where to shop or what to buy (82%) and which products and services to recommend to others (82%)

Cause sponsorship is predicted to reach \$1.92 billion this year, a projected increase of 3.7% over 2014, according to the Cause Marketing Forum. The Forum's slogan, *Where purpose meets profit*, defines the mission of both partners: to simultaneously increase profits for companies and raise funds for charities through socially conscious consumers.



“Individuals feel a lot better about donating their clothing when they know there’s a nonprofit contingent involved,” Walker said. “When they donate, they’re not only providing a place for people to shop in lower income areas, but they’re also providing funding to the nonprofit.” In addition to the NCCS, Charity Clothing also partners with the Red Cross and veterans organizations and shares information about the NCCS with those charities.

Anyone interested in learning the location of the NCCS’s thrift partners can visit www.thenccs.org/thrift.

Companies are increasingly creative in their approaches to cause marketing. For example, AT&T last year offered \$50K to designers and engineers to make New York City a safer place for pedestrians. Perhaps one of the greatest examples is a TOMS® shoe, which donates a pair of new shoes for every pair purchased to needy children around the globe. TOMS also has expanded into other products, donating eyeglasses through every pair of glasses purchased, and a week of clean water for every bag of coffee purchased.

There are many ways to execute cause marketing, but companies typically focus their efforts in in one of the following ways:

- 1 **Digital.** This is the most common way to quickly execute cause-marketing campaigns, by using microsites and social media platforms to encourage consumer donations or some other online task.
- 2 **Events.** This is common in local communities, where a cause and a company partner raise money via runs, walks, celebrations, etc. or raise awareness through cleanups, health screenings and other cause related events.
- 3 **Message Focused.** Cause-marketing campaigns can take numerous formats but focus on utilizing business resources to share a specific cause-focused message, such as AT&T’s campaign to make NYC streets safer for pedestrians.

All of these are effective avenues for businesses and nonprofits to build positive brand awareness, strengthen customer and donor loyalty, and reach new customers.

The NCCS makes it easy for its donors and anyone else interested in the partnerships to learn about them on its website. In addition to Nationwide and Agelity, below are the other partnerships, with links to learn more:

- **The Bank of America BankAmericard Cash Rewards™ credit card.** For every \$100 in net retail purchases that consumers make with this credit card, Bank of America contributes \$0.15 to NCCS. Consumers also can get the NCCS logo on their personal checks as an additional way to donate. Stolze noted that the Bank of America partnership has generated nearly \$4 million for the NCCS since its inception. To enroll, go to www.thenccs.org/bank-of-america.
- **Best Western International, Inc. Best Western Rewards®.** The program offers members many opportunities to earn points that can be redeemed for donations to the NCCS. Donated points are converted into dollars that are used to help children with cancer and their families with travel expenses or other needs. Reward members can [go here](#) to redeem points for an NCCS donation. If someone wants to become a Best Western Rewards member, they can [enroll online here](#). Best Western International, Inc. has more than 4,000 independently owned and operated hotels in more than 100 countries and territories worldwide.
- **The People's Operator.** This mobile phone service that started in the U.K. and expanded to the U.S. this year allows customers to direct 10% of their monthly bill to NCCS at no additional cost. Interested users can learn more at www.thenccs.org/tpo.
- **Enesco, LLC, gift sales.** A global leader in the giftware, home and garden industries, Enesco donates a portion of proceeds from the sale of ornaments and figurines to the NCCS. Go to www.thenccs.org/enesco for more information and to find a list of retailers.
- **Reading Eggs.** A multi-award winning online reading program for 3-13 year olds. For every free registration, Reading Eggs donates \$2 to the NCCS. Learn more at www.thenccs.org/reading-eggs.

Stolze said another lucrative albeit relatively silent partnership is one between the NCCS and gumball machine vendors. “We partner with over 1,000 vending companies throughout the country generating in excess of \$300,000 a year for the NCCS,” Stolze said. “We’re always looking for other retailers or vendors who want to do the same.”

As with the thrifts, the gumball machines are a way for the nonprofit to generate revenue more cost efficiently than they can through traditional, often expensive marketing campaigns. “Particularly with our economy today, we have to look for creative ways to raise money at a low cost,” said Stolze. “Plus, these types of revenue streams are ongoing, unlike a federal grant where you get it one year and not the next.”

The NCCS has opened its arms to a wide mix of partnerships, which expands its market reach. “We seek out partners who are committed to growing the partnership and making it successful for both parties,” said Lori Millner, vice president of marketing for the NCCS. “I work very closely with our partners, always looking at what we can do to support each other.”

Because the NCCS is a very flexible organization, it can tailor its partnerships to meet the needs of the interested businesses. Because of the level of personalization, the organization’s list of partners continues to grow.

“Cause marketing is a huge area of revenue for us, but it also helps enhance the brand of the for-profit,” said Millner. “Research has shown that if there are like products or services, supporters of a cause will choose the company that is like-minded. If you support the NCCS, you’re going to choose a Bank of America credit card over one from another bank. So it’s wise for companies to look at partnerships with charities like the NCCS.”

About the NCCS

The mission of The National Children's Cancer Society is to provide emotional, financial and educational support to children with cancer, their families and survivors. To learn more about the NCCS and its support services, visit thenccs.org. The National Children’s Cancer Society is a 501C(3) organization that has provided over \$62 million in direct financial assistance to more than 38,000 children with cancer. To contact the NCCS, call (314) 241-1600. You can also visit the NCCS on Facebook at <https://www.facebook.com/thenccs>.