

2012 CAUSE MARKETING FORUM

10TH ANNIVERSARY

MAY 30-31, 2012
JW MARRIOTT
CHICAGO

REGISTER BY MARCH 15
FOR EARLY BIRD DISCOUNTS

FEATURING CM MASTERS FROM

PROCTER & GAMBLE, U.S. FUND FOR UNICEF, HUFFINGTON POST, ZYNGA.ORG, OXFAM, AVON, KOMEN, NETWORK FOR GOOD, COCA-COLA, WORLD WILDLIFE FUND, BOSTON BEER COMPANY, ACCIÓN, REBUILDING TOGETHER, DOSOMETHING.ORG, SANOFI PASTEUR, MARCH OF DIMES, CAMPBELL SOUP COMPANY, JCPENNEY, NEW BALANCE AND MANY MORE!

GREETINGS!

Back in 2002, when I mentioned cause marketing, most people responded with either a blank expression ("Cause what?") or a frown.

Many in the nonprofit world feared that colleagues working in corporate development would "sell out" their mission. Business people often questioned whether campaigns built on doing good could really make an impact in the marketplace.

A decade later, cause marketing (or purpose marketing, strategic philanthropy, shared value, etc.) has moved from a "nice to do" to a "must do" for companies around the world. Corporate alliance development has climbed higher on the ladder of importance at many nonprofits.

I started Cause Marketing Forum in the hope that there was a future in covering the intersection of commerce and cause. Turns out there was. Ten years later, I'm amazed by the volume of new players entering the marketplace and the longevity of many signature programs.

To celebrate all our community has accomplished, we've designed our 10th anniversary conference to be the most informative, inspiring and enjoyable ever. Join us!

DH

David Hessekiel
President
dh@causemarketingforum.com

10TH
ANNIVERSARY

DO YOU REMEMBER?

Thousands of campaigns have launched since the first CMF conference. Among the most talked about were:

2003 • Go Red for Women



2004 • LIVESTRONG

- Thanks and Giving (St. Jude)
- Dove Campaign for Real Beauty

2005 • 1,000 Playgrounds in 1,000 Days (Home Depot/KaBOOM!)



2006 • Product (RED) **PRODUCT(RED)**

- "1 pack = 1 vaccine" (Pampers and UNICEF)
- TOMS Shoes

2007 • American Express Members Project

2008 • Subaru "Share The Love"



2009 • Pound for Pound Challenge: General Mills/Feeding America

2010 • Pepsi Refresh Project

- Buckets for the Cure (KFC/Komen)

2011 • Starbucks "Create Jobs for USA"

Share your notable campaign picks at
www.CompaniesAndCauses.com/Timeline/10

33% MORE
CONFERENCE CONTENT

SOCIAL MEDIA AND
DIGITAL SOLUTIONS

DON'T MISS THE 10TH
BIRTHDAY BASH

VISIT WWW.CAUSEMARKETINGFORUM.COM
OR CALL (914) 921-3914 FOR DETAILS

CONFERENCE

MAY 30 PRE-CONFERENCE WORKSHOPS

(See page 4 for details. Separate fee applies.)

- Cause Marketing 101 for Business
- Cause Marketing 101 for Nonprofits
- Develop your CM Social Media Strategy
- Nonprofit Leadership Summit

WEDNESDAY, MAY 30

NEW! CONFERENCE OPENING BREAKOUTS

2:30 PM CHOOSE ONE:

- **Legal Update**
Could 2012 be the year that regulation intensifies? Attorney Ed Chansky of Greenberg Traurig analyzes the latest developments and answers your questions.
- **The Science of Consumer Engagement and Social Change**
Cause marketers frequently base campaigns on gut instincts that are completely wrong. Network for Good COO Katya Andresen shares brain and behavioral research to help you craft more effective programs.
- **Unleash Your Cause Marketing Creativity**
For decades, Bob Thacker has excelled at generating breakout ideas. Learn to create attention-grabbing, effective cause programs from the man behind OfficeMax/Adopt-A-Classroom's "A Day Made Better."

3:30 PM CHOOSE ONE:

- **Nonprofits: Increase Your Cause Marketing Power**
To succeed, nonprofits must continually improve their corporate alliance offerings. Don't miss effectiveness boosting strategies from For Momentum's Mollye Rhea, Rebuilding Together's Cynthia Woodruff and Oxfam America's Kit Manning.

- **Unleash Your Cause Marketing Creativity**
(Repeat of 2:30 PM session)
- **The Science of Consumer Engagement and Social Change**
(Repeat of 2:30 PM session)

4:30 PM CHOOSE ONE:

- **Six Big Ideas in 60 Minutes**
TED gives presenters 18 minutes—our cause marketing masters only need nine! Six CM top guns share hot ideas to help you hit new heights.
- **The Lighter Side of Cause Marketing**
SelfishGiving.com Blogger Joe Waters reviews programs that generate laughter, contributions and profits.
- **Cause Marketing Legal Update**
(Repeat of 2:30 PM session)

5:30 PM

Opening Reception

Sponsored by



The Public Interest Registry

Join us to reunite with old colleagues and make new connections!

6:30 PM - 8:30 PM Opening Dinner

Our festive opening dinner will celebrate what can be accomplished when companies and causes collaborate.

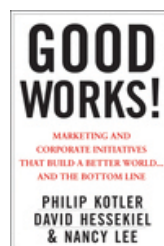
8:30 PM - 10:30 PM

CMF's 10th Anniversary Bash

Sponsored by



Join the party! Celebrate a decade of CM community. Receive a copy of *Good Works!*, the new book by David Hessekiel, Philip Kotler and Nancy Lee. Courtesy of MSLGROUP Americas.



THURSDAY, MAY 31

7:30 AM Breakfast

8:00 AM Welcome

CMF President David Hessekiel

8:15 AM Cause Marketing Golden Halo Award for Nonprofits:



UNICEF's corporate partnerships support the organization's global work to help children survive and thrive. U.S. Fund for UNICEF President & CEO Caryl M. Stern will share insights into building alliances that advance UNICEF's mission and deliver results for companies and brands around the world.

8:45 AM Halo Spotlight

8:55 AM The Perfect Pitch

Sponsored by **Aol Impact**

Top nonprofits know how to intrigue companies fast. Watch three pros compete for the Perfect Pitch crown: nonprofit veteran Stevan Miller, cause visionary Simon Mainwaring and corporate marketer turned development exec Dan Cohen. Carol Cone, the mother of cause marketing, entrepreneur Pankaj Shah and *Huffington Post's* Brian Sirtutz rate their pitches. The final decision rests with you!

9:30 AM Halo Spotlight

9:40 AM The Great Breast Cancer Debate

Breast cancer cause marketing generates more corporate funding and more controversy than any other issue. Moderator Alison DaSilva of Cone Communications is joined by Avon Product's Susan Arnot-Heaney, Susan G. Komen for the Cure's Margo Lucero and ANN INC.'s Teresa Segarra.

SCHEDULE

10:30 AM Break

11:00 AM Breakout Sessions

CHOOSE ONE:

- **Anatomy of a Campaign: Coca-Cola And World Wildlife Fund's Arctic Home**



Hear the story behind this group's headline-grabbing program to protect polar bears from WWF's Sheri Turnbow and The Coca-Cola Company's Pete Callaro.

- **The Pros and Cons of Crowdsourced Corporate Giving**



Whether you consider voting competitions a blessing or a curse, they aren't going away.

DoSomething.org's George Weiner will analyze the phenomenon, help nonprofits decide what to enter and advise companies on building responsible systems.

- **The Lighter Side of Cause Marketing**

(Repeat of May 30, 4:30 PM session)

NOON Pre-Luncheon Reception

12:30 PM Cause Marketing Halo

Awards Luncheon

Cause Marketing Golden Halo Award For Business:



A cause marketing pioneer for more than three decades, Procter & Gamble focuses its social investments on supporting disadvantaged youth and providing relief when disaster strikes. Hear how its "purpose driven" philosophy is helping P&G prosper while touching and improving lives around the globe. Accepting the award for P&G will be Melanie Healey, group president for North America.

2:00 PM Breakouts and Discussions

CHOOSE ONE:

- **The Gamification of Cause Marketing**



Applying gaming concepts to CM campaigns has skyrocketed. CMF's

Megan Strand describes emerging trends. Zynga.org's Laura Pincus Hartman, SocialVibe's David Levy and Yum! Brands' Chris Fuller offer case examples.

- **Anatomy of a Campaign: Samuel Adams Brewing the American Dream**



Since July 2008, the Boston Beer Company and ACCIÓN, have provided

microloans and mentoring to food and beverage entrepreneurs. Boston Beer Company's Michelle Sullivan, Cause Consulting's Mark Feldman and ACCIÓN's Shaolee Sen share insights into mixing CM and microfinance.

- **Powerful Discussions**

Cause marketing pros lead small group discussions to expand your knowledge and your network. *(Details to come in May.)*

3:00 PM Breakouts and Powerful Discussions

- **Corporate Social Marketing**

Learn to craft a campaign that stimulates pro-social changes in consumer behavior from social marketing expert Nancy Lee. Sanofi Pasteur's Julianne Burk and March of Dimes' Chad Royal-Pascoe describe the "Sounds of Pertussis" program.

- **Nonprofits: Increase Your Cause Marketing Power**

(Repeat of May 30, 3:30 PM session)

- **Powerful Discussions**

4:00 PM Break

4:15 PM Anatomy of a Campaign:

1 Pack = 1 Vaccine

Since 2006, Procter & Gamble and UNICEF have combatted maternal and neonatal tetanus by linking vaccination funding to Pampers sales. Professor Linda Scott of Oxford's Saïd Business School, co-author of a case study on the program, and Geneva-based Procter & Gamble executive Nada Dugas share an inside view of this international program.

4:45 PM Bridging The CSR/CM Divide

When CMF launched, there was a wide chasm between the CSR and CM communities. New thinking and economic necessity have brought them closer together. Campbell Soup Company's Dave Stangis, New Balance's Christine Madigan and jcpenny's Jodi Gibson explore where we're headed.

5:20 PM Closing Remarks

5:30 PM Adjourn

JUNE 1 POST-CONFERENCE WORKSHOP

(See page 5 for details.)

- Cause Marketing 202 for Nonprofits

"A FANTASTIC FORUM TO LEARN, NETWORK, ENGAGE AND BE INSPIRED TO DO BETTER."

—DAISY KLINE
VICE PRESIDENT
OF MARKETING &
BRAND MANAGEMENT,
SCHOLASTIC MEDIA

PRE- AND POST-

CAUSE MARKETING 101 FOR NONPROFITS

WEDNESDAY, MAY 30, 8:00 AM-2:00 PM

Tap the Power of Cause Marketing for Your Organization!

Want to “get in the game” or increase your success at building alliances with corporations? This six-hour class provides the solid foundation you need.

Rich with case studies, this powerful program covers such critical issues as:

- Setting goals and expectations
- Achieving organizational buy-in
- Prospecting and getting meetings
- Creating winning proposals and closing deals

A perennial favorite, this workshop has provided hundreds of nonprofit executives with valuable tools for launching and improving their corporate alliance development programs.

YOUR INSTRUCTORS: CLARK SWEAT, PRESIDENT, CAUSE4GOOD, AND STEVAN MILLER, CHIEF STRATEGIST, CAUSE4GOOD

**REGISTRATION FEE: \$645 BY 3/15
\$695 AFTER 3/15
CMF MEMBERS SAVE \$50!**

CAUSE MARKETING 101 FOR BUSINESS

WEDNESDAY, MAY 30, 8:00 AM-2:00 PM

Create a Winning Cause Strategy for Your Business!

Designed exclusively for business executives, this six-hour workshop will show you how to do well for your company by doing good. Gain the expertise you need to:

- Identify and partner with the right group
- Get the most bang for your cause marketing dollar
- Sell cause marketing internally and measure results

You'll leave with valuable skills and an extensive workbook on launching a cause marketing initiative. Now in its ninth year, this workshop consistently receives rave reviews.

YOUR INSTRUCTORS: SCOTT PANSKY, CO-FOUNDER & PARTNER, AND DAWN WILCOX, LOS ANGELES GENERAL MANAGER, ALLISON & PARTNERS

**REGISTRATION FEE: \$645 BY 3/15
\$695 AFTER 3/15
CMF MEMBERS SAVE \$50!**



DIGITAL FOCUS

DEVELOP YOUR CAUSE MARKETING SOCIAL MEDIA STRATEGY

WEDNESDAY, MAY 30, 8:00 AM TO 2:00 PM

Don't leave your social media strategy to chance, the whim of an intern, gurus or gut instinct. This workshop will give you the tools to leverage the available data to shape your strategy.

Using case studies from DoSomething.org (500,000 Twitter followers, 200,000 Facebook friends) and other organizations—we will break down the elements of strategy and most importantly how they can be measured.

After a briefing on using free tools such as Google Analytics and Facebook Insights, you'll learn to determine the impact of your social media work—and how to improve it to increase traffic and organizational impact.

YOUR INSTRUCTOR: GEORGE WEINER, CTO, DOSOMETHING.ORG

**REGISTRATION FEE: \$645 BY 3/15
\$695 AFTER 3/15
CMF MEMBERS SAVE \$50!**



EXPLORE THE EVER-CHANGING
WWW.CAUSEMARKETINGFORUM.COM

You'll find news, advice, case examples, statistics and other resources you need to succeed including our free Cause Update service.

CONFERENCE

NONPROFIT LEADERSHIP SUMMIT

WEDNESDAY, MAY 30, 10:00 AM TO 2:00 PM

Feeling the pressure of keeping your cause alliance efforts on track? Join us for this exclusive, closed-door gathering for senior nonprofit executives interested in frank discussions of common challenges.

With facilitation by For Momentum President Mollye Rhea (formerly The Arthritis Foundation's group vice president for strategic marketing alliances) we'll explore such critical topics as:

- Keys to Successful Corporate Partner Summits
- Dealing with Staff Challenges
- Cause Marketing Legal Issues (featuring attorney Ed Chansky of Greenberg Traurig)

One of last year's attendees aptly said, "This workshop is better than therapy!" Be sure to join the session!

REGISTRATION FEE:

**\$195 WITH CMF
CONFERENCE
REGISTRATION**

**\$395 WITHOUT
CMF CONFERENCE
REGISTRATION**

CMF MEMBERS SAVE \$50!

CAUSE MARKETING 202 FOR NONPROFITS

FRIDAY, JUNE 1, 8:00 AM TO 2:00 PM

You've got the basics down and have proven to your organization that cause marketing works. What's next?

It takes discipline and resources to keep your corporate portfolio growing and fresh. This six-hour class provides the tools to take your cause marketing relationships to the next level.

Built on years of real-world, first-hand experience, this workshop will lead you through such critical issues as:

- Annual reports and why you must do them
- Upselling existing partners
- Identifying and leveraging partner assets
- Using your partners to open doors with other companies
- Providing the support your corporate partner expects

This program is a must for anyone who's graduated from CM 101 and is ready to take his or her game to the next level.

YOUR INSTRUCTORS: CLARK SWEAT, PRESIDENT, CAUSE4GOOD, AND STEVAN MILLER, CHIEF STRATEGIST, CAUSE4GOOD

REGISTRATION FEE:

\$645 BY 3/15

\$695 AFTER 3/15

CMF MEMBERS SAVE \$50!



ENTER THE CAUSE MARKETING HALO AWARDS

HONORING THE BEST CAMPAIGNS
OF 2011 IN NINE CATEGORIES:

- Best Transactional Campaign
- Best Message-Focused Campaign
- Best Health-Related Campaign
- Best Environmental or Animal Campaign
- Best Social Service or Education Campaign
- Best Digital Marketing Campaign
- Best Event Marketing Campaign
- Best Video Creative
- Best Print Creative

ENTRY DEADLINE: 1/31/12
(2/3/12 WITH LATE FEE)

GET THE DETAILS
AND SEE PAST WINNERS AT
www.CauseMarketingForum.com/Halo12

BECOME A CMF MEMBER

MEMBERS SAVE ON
REGISTRATION AND
LEARN ALL YEAR



CAUSE MARKETING FORUM MEMBERSHIP

ALL MEMBERS RECEIVE:

- Discounts on CMF conference and workshop registration
- Free access to monthly CM Masters webinars
- 24/7 access to dozens of presentation recordings
- Members-only newsletter and valuable discounts

NONPROFIT ORGANIZATION, CORPORATE, AGENCY AND SUPPLIER MEMBERS ALSO RECEIVE:

- Free promotional page in The CMF Directory
- Free job postings
- Full member privileges for multiple employees

CORPORATE MEMBERS ALSO RECEIVE:

- Free access to the CMF Corporate Hotline

Join today at causemarketingforum.com or sign up with your conference registration.

CMF MEMBERSHIP RATES

Individual.....	\$250
Nonprofit Organization, Agency or Supplier.....	\$1,000
Corporate.....	\$1,500

STAY AT OUR
OFFICIAL
CONFERENCE
HOTEL

JW MARRIOTT.
CHICAGO



Maximize your comfort, convenience and networking opportunities by staying at the JW Marriott Chicago.

A limited number of rooms are available during the conference at the special rate of \$229 per night (single or double). The room allocation at this special group rate will likely run out early so please make your reservation as soon as possible—no rooms will be available at this rate after May 15, 2012.

Go to www.causemarketingforum.com/jwmarriott for a link to reserve your room online or you can call 1-800-266-9432 and ask for the Cause Marketing Forum rate at the JW Marriott Chicago. To qualify for the special rate, you must follow these procedures.

OFFICIAL AIRLINE
OF THE CAUSE
MARKETING FORUM

jetBlue®

"YOU PROVIDE AN AMAZING LEVEL OF EDUCATION, EXPERTISE AND 'COMMUNITY' TO THE NON-PROFITS AND CORPORATIONS ALIKE. PROUD TO BE A MEMBER OF CMF!"

—SHERRI WOOD, ONE WARM COAT

2012 REGISTRATION FORM



REGISTRATION OPTIONS

ONLINE: Go to www.CauseMarketingForum.com/CMF12

BY MAIL: Send in this completed form

Name: _____

Title: _____

Company/Organization: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Email: _____

REGISTRATION FEES (PLEASE CIRCLE CHOICES)

May 30 & 31 Conference	By 3/15	After 3/15	Member Discount	Total
Nonprofit	\$750	\$795	\$50	
Business	\$995	\$1,045	\$50	

May 30 Workshops	By 3/15	After 3/15	Member Discount	Total
Cause Marketing 101 for Business	\$645	\$695	\$50	
Cause Marketing 101 for Nonprofits	\$645	\$695	\$50	
Develop your CM Social Media Strategy	\$645	\$695	\$50	

June 1 CM 202 for Nonprofits	\$645	\$695	\$50	
------------------------------	-------	-------	------	--

May 30 Nonprofit Leadership Summit	Member Discount	Total
\$195 with conference registration	\$50	
\$395 alone	\$50	

Join or Renew Your Membership	Total
Individual \$250	
Group (NP organization, agency or supplier) \$1,000	
Corporate \$1,500	

EVENT & MEMBERSHIP GRAND TOTAL:

\$ _____

PAYMENT

Check enclosed for \$ _____
(Make payable to CMFI)

Please charge my
American Express/Visa/Mastercard
(circle one) for a total of \$ _____

Name on Card: _____

Card #: _____

Expiration Date: _____

Signature of Cardholder: _____

Note: If billing address is different from registration address, please write in the billing address here:

MAIL TO:

CMF Registration
63 Overlook Place
Rye, NY 10580
Tel: (914) 921-3914

CANCELLATION POLICY:

You may substitute attendees at any time up to one day before the event. Cause Marketing Forum, Inc. (CMFI) will refund your payment less a 15% service charge for cancellations received in writing by April 15, 2012. For cancellations received after April 15, 2012, but before May 1, 2012, you may opt for a 50% refund or a 100% credit to be applied to other CMFI offerings or up to one year from date of issuance. There will be no refunds or credits for cancellations received after May 1, 2012. In the event that CMFI postpones an event, registrations payments already received at the date of postponement will be credited towards the rescheduled date. If the registrant is unable to attend on the rescheduled date, the registrant will receive a 100% credit towards a future CMFI event good for up to two years from the date of issuance. CMFI is not responsible for any loss or damage as a result of a substitution, alteration, cancellation or postponement of an event. For complete cancellation policy details, please visit www.causemarketingforum.com or call (914) 921-3914.

2012 CAUSE MARKETING FORUM

10TH ANNIVERSARY

63 Overlook Place, Rye, New York 10580

FEATURING SPEAKERS FROM:

PROCTER & GAMBLE, U.S. FUND FOR UNICEF, ZYNGA.ORG, OXFAM, AVON, KOMEN, COCA-COLA, WORLD WILDLIFE FUND, DOSOMETHING.ORG, SANOFI PASTEUR, JCPENNEY AND MANY MORE

REGISTER BY MARCH 15 AND SAVE

CAUSE MARKETING TODAY SPECIAL CONFERENCE EDITION

33% MORE CONTENT

SOCIAL MEDIA AND DIGITAL SOLUTIONS

DON'T MISS THE 10TH BIRTHDAY BASH

MAY 30-31, 2012
JW MARRIOTT
CHICAGO

SPONSORED BY



Aol Impact.

AdvertisingAge

Allison & Partners



care2
make a difference

blackbaud
your passion • our purpose

CSRwire
The Corporate Social Responsibility Newswire

Cone Communications
A Public Relations & Marketing Agency

DEVRIES

ForMomentum
CREATIVE CAUSE CONNECTIONS

jetBlue

mGive
a mobile account service



THE NONPROFIT TIMES
The Leading Business Publication For Nonprofit Management

