



## **Cause Marketing and Third-Party Event Guidelines**

1. All companies or organizations engaging in a cause marketing campaign or community event must [sign an agreement](#) outlining the campaign components, fundraising goal and promotional plan.
2. The public must be informed how Gleaners will benefit from the campaign or the event. If Gleaners will receive only a portion of the sale proceeds, this should be clearly stated.
3. All cause marketing campaign partners are expected to generate publicity for the campaign through their own communication channels and social media platforms.
4. To provide consistent messaging of Gleaners' mission and work, all marketing and media materials, plus use of our logo, must be approved by Gleaners prior to publication. In addition to the Cause Marketing and Event Agreement, companies must sign our Logo Authorization Policy, outlining the approved terms of use for the Gleaners logo.
5. Proceeds of cause marketing campaigns must be received by Gleaners within 60 days of the completion of the campaign.

### **Gleaners cannot support or approve:**

- Fundraising events or programs that require any financing from Gleaners.
- Fundraising events or programs that involve an agreement to raise funds on a commission, bonus or percentage basis.
- Fundraising events or programs that require our endorsement, marketing or participation in the direct sale of a product or service.
- Fundraising events or programs that, at the sole discretion of Gleaners, discredits Gleaners or tarnishes its reputation and goodwill or is in connection with any illegal activities or materials that are defamatory, libelous, obscene or otherwise objectionable.
- Fundraising events or programs that violate any law, regulations, or other public policy in any manner.

### **Additionally, Gleaners cannot provide any of the following assets:**

- Media lists.
- Donor mailing lists or mail sent on behalf of a third-party.
- Design and/or printing of promotional materials.
- Funding or reimbursement of expenses.
- Insurance coverage.