



Cause Related Marketing

What is Cause Related Marketing

Unlike sponsorship, which typically involves making a cash donation to a charity in return for your organisation's logo being displayed in association with an activity or event, Cause Related Marketing involves linking the **charity's** logo with your product, with a percentage of sales donated to that charity or cause.

A tailor-made approach

Very Special Kids can work with you to build a CRM campaign that links your product or service with a cause that is close to the hearts of many Victorians - supporting families in our community who are caring for children with life-threatening illnesses.

Making it happen

It is very simple to get started on a Cause Related Marketing Campaign. The first step is to choose whether you would prefer to nominate a percentage of the proceeds from sales or a dollar amount per sale to donate to Very Special Kids.

Please note - all CRM campaigns require signed consent from Very Special Kids.

Contact Natalie Susman, Corporate Relationship Manager on 03 9804 6234 or email nsusman@vsk.org.au for more information or to obtain an application form.

Why should I engage in a CRM campaign with Very Special Kids?

Very Special Kids has developed a strong brand and a reputation for providing quality care, built over 20 years of groundbreaking, innovative and reliable service to families of children with life-threatening illnesses.

Members of the community are instantly engaged upon hearing about Very Special Kids' work with these special families and their children.

Aligning your brand with ours demonstrates credibility and compassion, delivering stronger cut-through in the market-place and enhancing positive brand association.