



Better Business Bureau Guidelines for Cause Marketing

The Better Business Bureau provides best in class cause marketing guidelines for a variety of fundraising activities. Following these best practices will ensure that your fundraising promotion will be in compliance. It is important for the organization that is raising funds on behalf of the charity, follow these guidelines that are also found on Engage for Good: www.engageforgood.com.

POS and consumer fundraising:

1. **Have a written agreement in place governing the campaign.**
 - a. CORE creates partnership agreements that protect organizations that conduct consumer facing fundraising promotions.
2. **Comply with any applicable state charitable solicitation registration requirements.**
 - a. CORE is registered in all 50 states each year.
3. **Provide clear and transparent solicitation disclosures.**

Point-of-sale fundraising campaign materials should clearly disclose the name of the benefiting charitable organization, and additional relevant information, such as the organization's logo, website, and mission statement.

If donations collected will support the charity's overall charitable mission, the solicitation materials should not state or otherwise suggest that donations will be used for a more limited program purpose or impact. Be aware that gift restrictions can arise implicitly, such as when a donor responds to a solicitation request that states or implies that funds raised will be used for a specific purpose.

A best-in-class promotional message includes all the following information:

- The specific portion of product purchase price that will benefit the charity.
- Duration of the campaign.
- Any maximum or guaranteed minimum contribution amounts.

Example of Correct Usage:

- \$1 will go to CORE: Children of Restaurant Employees for every glass of wine sold from November 1 – December 31, up to a maximum of \$25,000.
- For each t-shirt sold through June 2023, 50% of the retail price will be donated to CORE: Children of Restaurant Employees (*if there is truly no maximum*).

Example of Incorrect Usage

- 50% of profits from the sale of this product will be donated to CORE: Children of Restaurant Employees'. (*"Profits" is not transparent and campaign duration is missing.*)
- XYZ Corporation will donate money to CORE: Children of Restaurant Employees in the month of January. (*"Money" is not transparent and description of product/action that triggers donation is missing.*)
- Your purchase of ____ will benefit CORE: Children of Restaurant Employees. (*The offer is not transparent; donation amount is not included, and campaign duration is missing.*)

The Better Business Guidelines are available on Engage for Good:

POS fundraising: <https://engageforgood.com/giving-for-good-pos-fundraising/>

The information provided above does not constitute legal advice and is not intended to substitute for legal counsel.