

Cause Related Marketing

When making purchasing decisions, many of today's consumers have begun to take a much greater interest in the ethical and social practices of the companies behind the brands.

Cause Related Marketing (CRM) allows companies to satisfy this rise in consumer expectations by aligning their marketing objectives with the social objectives of a charitable cause. CRM is one of the fastest growing ways for companies to form partnerships with charities, such as Keech Hospice Care, to the benefit of both parties.

Working with Keech Hospice Care on a CRM initiative could help provide you with a unique selling point for your product, leading to:

- Increased sales
- Improved customer loyalty
- Increased perception of your company as a socially responsible brand

Whether you are launching a new product or would like to support us through sales of an existing product we can support you.

Examples:

Monster Play Systems came in to Keech in June 2008 and were so impressed that they signed up there and then to give us a regular gift of £300.00 per month. In addition they also agreed to donate 1.5% from the sale of each playground installation in Beds, Herts & Milton Keynes.



"We can't change the world on our own, but we can use our influence by encouraging others to follow our example. Working together we can make a real difference and make the world a better place in which to live, and above all have fun"

Paul Quinn, MD at Monster Play.

<http://www.monsterplay.co.uk>

Snak Appeal support Keech Hospice Care by placing boxes containing bags of Keech branded sweets in hundreds of pubs, businesses, school staff rooms and a variety of other locations. Keech receives 10p for every bag sold and to date (Oct 2010) they have donated over £60,000 to Keech.

If you would like to have a sweet box on your premises please contact Keith at snakappeal@hotmail.com.

Related Links

- [CRM Terms & Conditions](#)

Downloads

-  [Tripartite agreement](#)