



## Cause Marketing Opportunities

---

Cause marketing campaigns are perfect for businesses with a passion for both growing their brand and supporting a meaningful social cause. A cause marketing campaign with Jersey Cares will expose your business to thousands of individuals throughout New Jersey while simultaneously providing essential supplies and services to in-need communities.

### Why should my business start a Cause Marketing campaign with Jersey Cares?

By creating a cause marketing campaign with Jersey Cares, your business can help provide school supplies to students in need, winter coats to individuals experiencing homelessness, holiday gifts to children, and much more. A cause marketing campaign will also booster your brand perception amongst customers, expose your business to over 23,000 followers across Jersey Cares social media platforms, increase employee morale, and help gain an edge over your competitors. Please consider creating a cause marketing campaign benefitting one or more of our Collection Drives:

- [School Supply Drive](#) – Thousands of individuals, community groups, and businesses collect notebooks, folders, bookbags, and other essential school supplies for in-need students before the start of the school year. Last year, Jersey Cares donated bookbags filled with school supplies to 4,646 students in New Jersey.
- [Halloween Costume Drive](#) – Jersey Cares volunteers bring imaginations and magic to life for children by providing them with new and gently used Halloween costumes. In 2021, 4,988 children represented by 33 nonprofit organizations in New Jersey received Halloween costumes thanks to thousands of generous volunteers.
- [Coat Drive](#) – For the past 25 years, The Jersey Cares Coat Drive has mobilized the collection and distribution of thousands of "gently used" winter coats to men, women, children, and infants in need. With major collection sites located in 10+ locations throughout the state, the Coat Drive is an ideal marketing opportunity for businesses looking to grow their customer base.
- [Frosty's Friends Gift Giving Initiative](#) – During the holiday season, volunteers are matched with children to bring joy and cheer into their lives. 4,603 children received holiday gifts from "Frosty" last year thanks to generous Jersey Cares volunteers.
- [First Night Kit Program](#) – Thousands of individuals are admitted to homeless shelters in NJ every week. Jersey Cares provides these individuals with essential hygiene products, such as soap and toothpaste, with the help of community groups, fraternities/sororities, girl/boy scouts, school groups, corporations, and individual volunteers.
- [Animal Shelter Helpers](#) – Jersey Cares provides no-kill rescue animal shelters with essential items for animals, such as food and bedding, during their stay prior to a permanent adoption.
- [Diaper Drive](#) – The Diaper Drive was created in response to the COVID-19 pandemic, providing diapers to mothers and fathers who lack basic resources to care for their children.

### How can my business create a Cause Marketing campaign with Jersey Cares?

Jersey Cares can create custom cause marketing campaigns that fit within your business model. Examples of cause marketing campaigns with Jersey Cares include:

- **Portion of the Proceeds:** For every purchase made by a customer, a portion of the proceeds will be donated to a Jersey Cares Collection Drive of your choice.
- **Option to Donate:** Your customers can select an option to donate towards a Jersey Cares Collection Drive during their purchase. Customers can select donations of \$1, \$5, \$10, or more to support their NJ neighbors.
- **Fundraising Campaign:** Your business can lead a virtual fundraiser to support a Jersey Cares Collection Drive. The fundraiser can be promoted to your employees and customers.
- **Host a Collection Drive:** Invite your employees to collect pre-selected items benefitting one of the Jersey Cares Collection Drives. Use social media to promote the collection drive to customers, friends, and family members. Incentivize participation with prizes, tickets, or recognition. (*Businesses that **only** host a collection drive may not be eligible for the benefits listed below.*)

Your business will receive the following benefits when creating a Cause Marketing partnership with Jersey Cares:

- Customized social media campaign through Jersey Cares Twitter, Instagram, Facebook, and LinkedIn pages. Your business will be recognized to the over 23,000 followers across all Jersey Cares social media platforms.
- Logo recognition on the Jersey Cares Collection Drives webpage and communication materials. Thousands of volunteers in New Jersey will associate your company's logo with a meaningful cause.
- Access to Collection Drive online registration materials.
- Customized Amazon Wishlist managed by Jersey Cares to engage your employees in a Collection Drive virtually.

To learn more, please contact Evan Lewis, Director of Corporate & Foundation Relations at [evan@jerseycares.org](mailto:evan@jerseycares.org).