

CARDS with a CAUSE



In this new age of social responsibility, consumers are flocking to brands that associate themselves with a cause. Cause Marketing matters now more than ever. According to recent studies, **87% of consumers would switch from one brand to another if the other brand was associated with a cause that resonated with them.** Whether your goal is fundraising or awareness, PLI can offer you tools that will project your brand's desire to live and breathe the same values that are important to your brand patrons.

Raising Cash with Cards

65% of Americans say they will research a company to see if the brand's cause affiliations are backed with real action. Even more, 76% of Millennials will do the same. Fundraising can be the ultimate act to pledge your brand's commitment to a cause. PLI has a full suite of tools to help generate the greatest return on your initiative, no matter what industry you are in.

- **Marketing** - Fundraising cards and key fobs can offer a sponsor's or advertiser's discount with purchase
- **Hospitality** - Custom hotel key cards or luggage tags with a QR code that drives patrons to a donation web page and can be reinforced with matching fund
- **Retail** - "Give" cards that are donated to a charity with a customer's purchase

Bring Awareness

Sometimes raising money is not the main goal of a Cause Marketing campaign. Awareness days have been on the rise since 2005. **Since then, research has found the words "awareness day" has been included on more than 145 bills introduced in the U.S. Congress.** If your brand simply wants to bring more awareness to a cause it aligns itself with, PLI can assist in identifying the best method to get this message across to your patrons.

This might include:

- Banners and signage
- Direct mail
- Elevator, wall, and floor graphics
- Door and shower hangers
- Window and mirror clings
- Table tents
- Presentation folders
- Key card envelopes
- Magnets
- Bookmarks

Causes Worth Fighting For:

Finding a cause that organically aligns with your brand is key.

Consider these:

- Breast Cancer Awareness
- Climate Change
- Veterans Affairs
- Educational Fundraising
- Homelessness
- Domestic Violence



What are People Saying?

We were excited to partner with Cannon Motors to raise funds for the Exchange Club to help stop child abuse. The cards offered admittance for one into the basketball games and a free pizza promo code. Not only did the cards drive customers to our businesses, but we managed to raise \$6000 toward this wonderful cause! It was a win-win for everyone involved!

Diane Davis Barrentine - Domino's Pizza Franchisee, Davis Pizza Enterprises



References:
 2017 Cone Cause Evolution Study
<https://www.entrepreneur.com/article/197820>
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4431079/>

To learn how PLI can help elevate your Cause Marketing Campaign, call 1-800-752-1017 or visit us at www.plicards.com today!