

Cause Marketing Fundraising

Cause Marketing Fundraising allows you to raise awareness about the issues that your business cares about in our community. Your team members get inspired about working for a company who gives back, and your customers feel great knowing that their purchase supports a cause beyond themselves. When you host a cause marketing fundraiser for I Live Here I Give Here, you support our work to help every Central Texan take part in shaping the future of our community.

ABOUT I LIVE HERE I GIVE HERE

Since 2007, I Live Here I Give Here has inspired Central Texans to give back to their local community by designing and implementing programs like Amplify Austin Day, Giving Tuesday, See Us Give, and the Austin Involved Board Internship Program. These programs help locals find the issues they care about and take action to be part of the solution, from volunteerism, to board service and advocacy, to dollars raised for local causes.

WAYS TO FUNDRAISE

We invite you to be part of inspiring a culture of giving back in Central Texas by engaging your team members and customers. We are committed to fostering long-term and mutually beneficial relationships, and offer collaborative opportunities designed to fit your audience's needs. Tiered partner benefits – outlined on page 2 – recognize your generosity and community impact at all levels.

Here are few options for your Cause Marketing Fundraiser:



Donation with Purchase: Designate a percentage or dollar amount of each product or service sold during a predetermined time frame to be donated.



Round up the change: Ask consumers to support your campaign by rounding the change at the register or at check out.



Dual incentive: Provide an incentive to drive consumer donations by doing a donation match, a product coupon, or discount.



Donation with label or coupon: Make a donation for every label or coupon redeemed during purchase.

CAUSE MARKETING FUNDRAISING LEVELS & BENEFITS

SUPPORTER (NO MINIMUM COMMITMENT)

Cause Marketing Fundraising toolkit (logo, brand guidelines, sample messaging, images)
Custom donation link that directs to ILiveHereIGiveHere.org
Sharing of your campaign posts on social media
Logo placement on ILiveHereIGiveHere.org + description of your campaign
ILHIGH newsletter shout-out (when available)
Impact Report (for applicable program-based fundraising)

GRASSROOTS - \$2,500

Supporter level benefits PLUS
(1) Dedicated, tagged social media post on channel of choice (per quarter)

COMMUNITY BUILDER - \$5,000

Supporter level benefits PLUS
(2) Dedicated, tagged social media posts on channel of choice (per quarter)
Listing in Giving Tuesday press release or earned media (when available)

IMPACT LEADER - \$10,000+

Supporter level benefits PLUS
(3) Dedicated, tagged social media posts on channel of choice (per quarter)
Listing in Giving Tuesday press release or earned media (when available)
I Live Here I Give Here newsletter spotlight with link to your website (46,000 subscribers)

***Ready to get started and support the mission of I Live Here I Give Here?
Connect with Zaira Macegoza at zaira@ilivehereigivehere.org today!***

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