

MORE THAN THREE-QUARTERS OF AMERICANS SAY A NONPROFIT-CORPORATE PARTNERSHIP MAKES A CAUSE STAND OUT

Sixty-one percent are actively seeking partnership details before supporting the cause, but only 45 percent think organizations disclose enough information

BOSTON (March 10, 2010) – More than three-quarters (78%) of Americans believe a partnership between a nonprofit and a company they trust makes a cause stand out, according to the newly released **2010 Cone Nonprofit Marketing Trend Tracker**.

When the cause breaks through, consumers are more likely to feel positively about the nonprofit (56%) and actively support it. As a result of nonprofit-corporate partnerships:

- 59% of Americans are more likely to buy a product associated with the partnership;
- 50% are more likely to donate to the nonprofit;
- 49% are more likely to participate in an event for the nonprofit; and
- 41% are more likely to volunteer for the nonprofit.

Other nonprofit marketing elements that help capture consumer attention include having an association with a special event or time period (81%); a memorable color, logo or icon that symbolizes the cause or issue (79%) and the involvement of a celebrity or other notable spokesperson (61%).

“Leading nonprofits are transforming their missions into breakthrough cause brands by harnessing the power of corporate partnerships to rally new supporters with a compelling call-to-action,” explains Alison DaSilva, Cone’s executive vice president of Cause Branding. “While we have seen many companies reap the benefits of cause-related partnerships, these results reveal the same benefits hold true for the nonprofit brand. Strategic corporate partnerships can help nonprofits stand out and create new, loyal ambassadors.”

Give Consumers Details

American consumers are highly attuned to nonprofit-corporate partnerships in the marketplace today. Nearly two-thirds (61%) are actively seeking partnership details before deciding to advocate for or donate to the cause. And they want to see results – 75 percent want to hear about the results of partnerships, including the effect on the social issue or money raised for the cause. In light of this penchant for detail, fewer than half (45%) think nonprofits and companies disclose enough information about their partnerships.

Don’t Ignore Traditional Channels

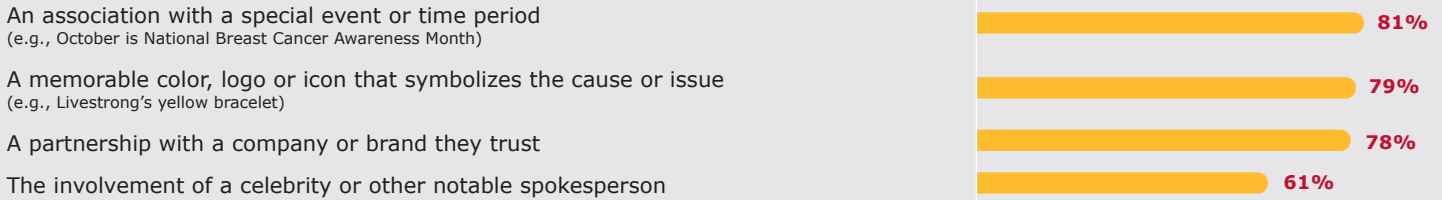
New media have emerged as powerful channels to reach and engage consumers around social and environmental issues and causes, but the Trend Tracker results reveal conventional channels, such as traditional media, advertising and events, still resonate. Americans indicate the following are effective ways for nonprofit organizations to reach them with a message or call-to-action:

- 81% by word-of-mouth from family or friends
- 80% through traditional media (e.g., newspapers, magazines, television)
- 74% in advertising
- 69% at events
- 66% in the store, on a package or at the register
- 64% through standard mail
- 59% through e-mail
- 49% through social media channels (e.g., Facebook, blogs, YouTube, Twitter)
- 29% on mobile devices (via text messaging)

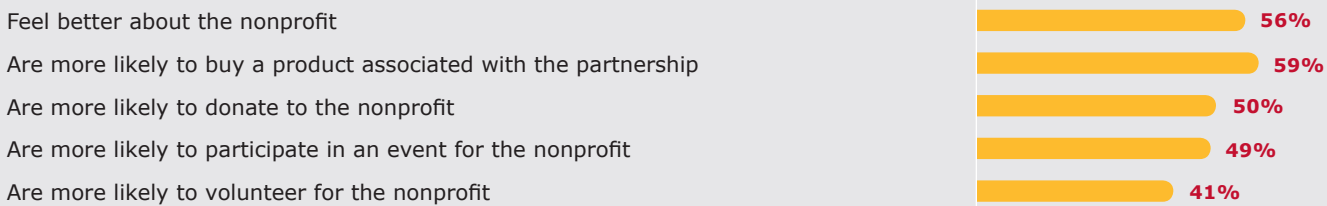
ABOUT THE SURVEY:

The 2010 Cone Nonprofit Marketing Trend Tracker presents the findings of an online survey conducted February 11-12, 2010 by Opinion Research Corporation among a representative U.S. sample of 1,055 adults comprising 510 men and 545 women 18 years of age and older. The margin of error associated with a sample of this size is $\pm 3\%$.

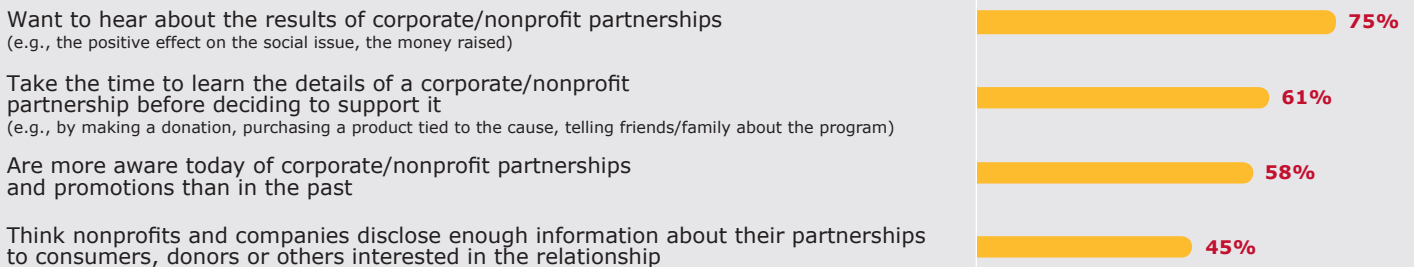
AMERICANS BELIEVE THE FOLLOWING MARKETING FACTORS ARE EFFECTIVE AT MAKING A CAUSE STAND OUT:



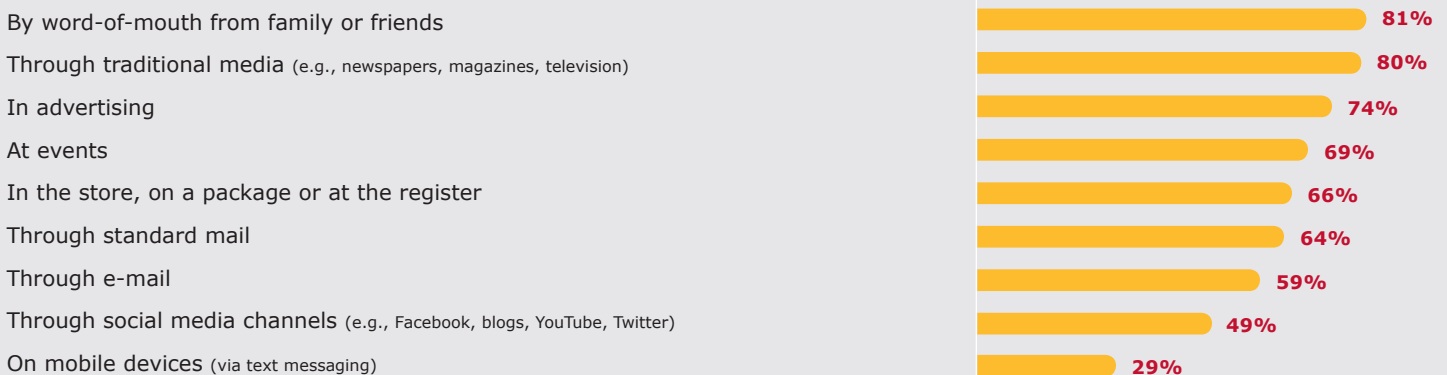
WHEN NONPROFITS PARTNER WITH COMPANIES, CONSUMERS:



AMERICAN CONSUMERS:



AMERICANS BELIEVE THE FOLLOWING ARE EFFECTIVE CHANNELS FOR A NONPROFIT TO REACH THEM WITH A SPECIFIC MESSAGE OR CALL TO ACTION:



ABOUT CONE:

Cone (www.coneinc.com) is a strategy and communications agency engaged in building brand trust. Cone creates stakeholder loyalty and long-term relationships through the development and execution of Cause Branding, Brand Marketing, Nonprofit Marketing, Corporate Responsibility and Crisis Prevention and Management initiatives. Cone is a part of the Omnicom Group (NYSE: OMC, www.omnicomgroup.com).