Develop a Profit AND PURPOSE-DRIVEN Organization

Your Business...as a Force for Good
1. History
2. Addressing industry perceptions
3. Defining Cause-Marketing and Corporate Social Responsibility
4. Case studies
5. Group Activity
6. How to battle the faceless disruptors
7. PromoCares
8. Applause?
Watershed Business Moments:

2. Steve Jobs holding up the iPhone in 2007.
3. Larry Fink, CEO of BlackRock, the world’s largest investment firm, asserts that corporate leaders must be responsible for “making a positive contribution to society,” in 2018.
Perception of the promo industry:

What negative perceptions do people have of our industry?

What words do people use?
Negative Word Association

Trinkets & Trash

WHAT THE HECK IS A TCHOTCHKE ANYWAY?

SWAG

GIVEAWAY

CHEAP!

CHEAP!
Negative Perception of Industry

It’s time to stop spending billions on cheap conference swag

We’re facing a full-on environmental crisis. Do you really need another flimsy tote or pen?

But there’s a more radical solution: We could get rid of cheap swag altogether. What if you left your next conference or trade show without heaps of notepads, pens, and USB drives stuffed in a cheap tote bag, all of which will eventually end up in the trash?

For this transformation to happen, it can’t come from the distributors alone. Brands and consumers need to speak up, and change their behavior. That might mean turning down some of the free stuff that companies shove your way at your annual industry event. If you’re in the marketing department at your company, with some say over what swag you buy, you might sway your team to resist the urge to invest in cheap, disposable garbage.

Ensuring an ethical supply chain and materials with the smallest carbon footprint, of course, tends to increase costs. We see a parallel here with the fast fashion industry, which also focuses on making things as inexpensively as possible, so you can buy a T-shirt for a few bucks at H&M or Forever21. But over the last few years, reporting on these practices has drawn attention to their enormously damaging environmental footprint, which includes producing water pollution, toxic chemicals, and terrible waste. The human impact is just as terrifying: Workers at low-cost factories that make fast fashion products often labor under inhumane conditions, and many have died because of a lack of workplace safety standards.
This industry’s impact on our planet. We are an industry of gluttonous waste and plastic. Every single day you see another ban or attempt to ban some sort of “single use” or “disposable” plastic product. From bags, to straws, and plastic silverware...this is just the beginning. Let’s think for a minute about inexpensive pens with 30 days of ink, badge reels with low QC that snap quickly, stress balls, sunglasses, fidget spinners, Band-Aid dispensers that hold 5 Band-Aids and can’t be refilled (hello credit card mint dispensers), and poly bags on ... well .... everything. Keep in mind....all of these items will last on this planet for hundreds of years.

There is an argument that we do good... we have reusable grocery totes and stainless straws so yes we helping...but remember most of those straws come polybagged. We saved the straw but created yet another bag. It’s not enough. We need to do so much more.

What are we doing to educate buyers and help to reduce or eliminate our industry impact? Don’t even get me started on air freight, catalog waste, and excess trade show materials.

I’d love to see us tackle this issue, with a vengeance.
Defining Corporate Social Responsibility (CSR)

A self-regulating business approach that contributes to sustainable development by delivering economic, social and environmental benefits for stakeholders. “Conscious Capitalism.”

Areas of Focus:
✓ human rights
✓ corporate governance
✓ health and safety
✓ environmental effects
✓ working conditions
✓ contribution to economic development
✓ drive change towards sustainability
What is “Cause Marketing”? 

A mutually beneficial marketing partnership between a charity and for-profit business in service of both parties’ respective business, social, or environmental goals.

Businesses leverage the good virtue associated with the cause to differentiate a product, encourage shoppers to switch brands, increase sales, or nurture customer loyalty.

Charities benefit in both the funding driven to their cause as well as increased exposure to potential donors in a highly-positive context.
Who is doing Cause Marketing in Retail???
ADDING PURPOSE TO PRODUCT: Retail

Find best retail examples: https://99centrazor.com/cause

- Ford
- WP
- TOMS
- CLIF BAR
- FUND
- FAMILY
- FOUNDATION
- (RED)
- SEPHORA STANDS
- BOMBAS
- HEADBANDS of hope
- REI co-op
- Patagonia
Anyone know any Suppliers doing Cause Marketing in our industry?
ADDING PURPOSE TO PRODUCT: Suppliers
ADDING PURPOSE TO PRODUCT: Suppliers
ASI – Humanitarian Award

Brandon Mackay, CEO Snugz ASI Humanitarian of 2019
ADDING PURPOSE TO PRODUCT: Suppliers

SOCIAL RESPONSIBILITY

“Social compliance isn’t just a business model, it should become a way of life.”
– Marty Lott, SanMar President

SanMar

Certified Corporation

raining rose
SAGE Alignment

Search for Products associated with Giving Back
Sales Differentiation
Support Specific Causes

Distributors ↔ Suppliers
PLASTIC BAGS KILL
KEEP OUR OCEANS CLEAN
ADDING PURPOSE TO PRODUCT: Distributors
Group Activity

In groups of 5-6 people, using a budget of $10k, come up with a creative campaign to help create awareness for one of these causes:

- Sustainability/Environmental
- Feeding Hungry Children
- Animal Charity

1) Group 5-6 people
2) $10K budget
3) What’s your cause
4) What’s your medium and execution
BATTLE FACELESS DISRUPTORS
The 5TH “P” of Marketing? PURPOSE.

★ 75% of Millennial-age workers would take a PAY CUT to work for a socially responsible Company

★ 76% of Millennials consider a Company’s social and environmental commitments when deciding where to work

★ 64% won’t take a job if a potential employer doesn’t have a strong Corporate Social Responsibility practice

★ 88% say their job is more fulfilling when they are provided opportunities to make a positive impact on social and environmental issues

★ Increased sales and premium pricing are associated with products having positive environmental or social attributes. They can inspire customers’ loyalty and trust.
Possible Outcomes

Decommoditize our industry
Engagement
Recruitment/Retention (clients and employees)
Differentiation
Improve your community
Shift from product to purpose
Premium pricing for products associated with CSR
Strengthen your brand
Caring in business is hard to scale. “Mattering” can (and should) be a differentiator when competing.

Purpose is contagious. When we find it, we may find our clients, members, employees and hearts.
Worksheet – Execute at home!

• Budget.
• Survey
• Create a corporate social responsibility plan
• Execute

Tips:
• Support causes that are aligned with brand
• Advocate for causes throughout year
• Consider a percentage of profits or revenues to give back
• Invite clients and prospects to join you in service projects
• Choose nonprofits to support with branded gear to help them market and fundraise
• Join nonprofit boards and committees
• Leverage your supply chain. Vote with your dollars. Have purchase intent.
• Invite suppliers to join you
• Have fun