

## CAUSE PARTNERSHIP TRENDS

### 2015 IEG Sponsorship Forecast

In 2014, corporate cause sponsorship spending was up 3.9% to \$1.85 billion. In 2015, IEG predicts that corporate cause sponsorship will grow 3.7% to \$1.92 billion. For context, actual corporate cause sponsorship spend in 2002 was \$816 million; less than the one-half the total dollars invested last year!

### 2014 Nielsen

#### Doing Well By Doing Good Pays Off for Companies

North American respondents to Nielsen's 2014 corporate social responsibility survey say they:

- pay extra for products and services from companies committed to positive social and environmental impact 42%
- volunteer and/or donate to organizations engaged in social and environmental programs 49%

### 2013 Nielsen Global Survey on Corporate Social Responsibility

"While cause-marketing programs seem to resonate most strongly among younger respondents, the rapid change in sentiment among middle-aged consumers expands the cause opportunity for brands," said Nic Covey, vice president of corporate social responsibility at Nielsen. "Today, brands can confidently focus purpose messaging on both younger and older consumers."

### 2013 Brandshare: Edelman's Consumer Marketing Study

A strong correlation proves that people buy, use and recommend products whose values they share.

- 92% of people want to do business with companies that share their beliefs
- 4 in 10 people want you to do more to give back to the community

## CAUSE MARKETING – AMONG MILLENNIALS

### 2010-2014 A Generation For Causes – A Four-Year Summary of the Millennial Impact Project – Achieve, Sponsored by The Case Foundation

- Millennials engage with causes to support people and issues, not to support institutions or organizations. They prefer to perform smaller actions before fully committing to a cause.
- It is important for nonprofits to create a continuum of volunteer opportunities, from one-time volunteer projects, microvolunteer projects that take little time, and opportunities to volunteer with friends or family, to leadership roles that utilize their professional skills.
- Millennials see assets related to time, money, skills, etc., as having equal value when given to a cause and Millennials consistently view both their network and their voice as two additional types of assets they can offer a cause.
- The top three factors that spur Millennials to engage in a cause are being passionate about the issue, meeting like-minded people, and enhancing their expertise.
- The question organizations must answer is how to inspire Millennials to work through and with the cause, rather than for the organization.

## 2014 MSL Group – Future of Business Citizenship

Overall, 73% of the 8,000 millennials surveyed worldwide felt that government can't solve societal issues by themselves, and 83 % want to see corporations actively involved.

## 2014 Millennial Impact Report – Achieve, Sponsored by the Case Foundation

Companies need to build relationships with Millennial employees from the beginning to spark their passions and create opportunities to engage both their professional and personal interests.

Employers should develop a triple platform of involvement – company-wide, department-based and interest-driven – through the workplace.

- Company cause work influenced them to accept a job: 63% female, 45% male
- A company's involvement with causes ranked 3<sup>rd</sup> most important factor when applying for a job, after 1) What the company specifically does, sells or produces and 2) The company's work culture
- 87% of Millennials feel encouraged to volunteer or participate in their company's cause work
- 78% of Millennial employees preferred serving with a group of co-workers
- Millennials also preferred doing cause work with employees they work with directly or were in their department, rather than with employees they don't know (62%).
- Of the Millennial employees surveyed, 44% had volunteered their skills through their company to benefit a cause, and 94% of them enjoyed the experience of individualized, skills-based volunteering.
- When given a list of ways to be involved in company cause work, 94% of Millennial employees preferred using their individual skills and talents to help a cause

## 2013 Cone Communications Social Impact Study – The Next Cause Evolution

Millennials\* are the first generation of Americans who have grown up alongside cause marketing. Numbering more than 80 million Americans<sup>1</sup>, they are the largest cohort the U.S. has ever seen – and an undeniable force.

- Millennials are hyperaware of, and have high expectations for, CSR efforts to make the world a better place – for themselves and broader society.
- When companies support social and environmental issues, Millennials, like the general population, respond with increased trust (91%) and loyalty (89%), as well as a stronger likelihood to buy those companies' products and services (89%).
- Although economic development is the number one issue Millennials want companies to address, they put less emphasis on it than the general population (36% vs. 44% general population). Younger Americans appear to be slightly more concerned with a variety of causes, ranking poverty and hunger (16%), the environment (15%), human rights (11%) and education (10%) almost equally important.
- Millennials appear slightly more willing to dig beneath the surface to learn about operations and commitments. More than a third (36% vs. 29% general population) has researched a company's business practices and support of issues. They're also more apt to weigh social and environmental commitments when making critical financial choices, including decisions about where to work (78% vs. 71%) and how to invest (64% vs. 60%).
- 29% of Millennials visit social networking sites several times a day, versus 19% of Generation X. Two-thirds report using social media to address or engage with companies around social and environmental issues (64% vs. 51% general population) – and largely to champion brands and the issues those companies support (34% vs. 27%). One-in-five (20% vs. 15%) leverages new media to directly support corporate social impact efforts, from signing pledges to making donations. Millennials will not hesitate to critique either: one-quarter (26% vs. 20%) takes to social media to share negative information about companies they feel aren't living up to their promises.

\*Definitions of what birthdates mark the Millennial generation vary, although most experts consider individuals born between the early 1980s and the early 2000s to comprise the generation. Cone Communications' research segmented Americans ages 18-34 to represent the Millennial cohort.

<sup>1</sup> U.S. Chamber of Commerce Foundation (<http://emerging.uschamber.com/MillennialsReport>)

### **2013 America's Charities: Trends and Strategies to Engage Employees in Greater Giving**

- 80% of employers surveyed are branding workplace giving programs with their own names, themes, and/or logos
- 30% allow employees to post videos, testimonials supporting favorite charities as part of the giving program. 50%+ are likely to incorporate more social media tools into giving activities.
- Paradigm shift from just giving to engagement strategies: Employers surveyed understand this changing environment and are realigning in ways that integrate corporate goals, employee expectations, and opportunities to grow giving.
- Companies and organizations are now devising overall strategies for giving, volunteerism, skills-based pro bono, and engagement. Previously these efforts were typically spread out over the company and not coordinated.

### **2013 "New Insights into the Correlation Between CSR and Brand Strength" - Sustainable Brands 2013 Plenary Speech by Cynthia Figge**

CSRHub, the world's largest aggregator of global CSR information, ran five years of its data against the data of Brand Finance, the global brand analyst to correlate data of 1,000+ companies:

- The study concluded that 28% of brand strength is related to CSR performance.
- Of the 4 categories correlated (employees, environment, community and governance), the highest correlated subcategories are all employee issues. Employee engagement and word of mouth seem to be extremely important in creating brand value.
- Brand strength to CSR correlation doubled in 2012, was relatively constant 4 prior years.

### **2012 "The Importance of Employee Engagement" Infographic - Dale Carnegie Training and MSW Research**

Employee engagement is the emotional and functional commitment an employee has to his or her organization. \$11 billion is lost annually due to employee turnover.

- 71% of all employees are not fully engaged.
- Companies with engaged employees outperformed those without by up to 202%
- One of 3 key drivers of employee engagement:
  - 54% of employees who were proud of their company's contributions to society are engaged. Source: Gallup

### **Net Impact: What Workers Want In 2012 by the John J. Heldrich Center for Workforce Development at Rutgers, The State University of New Jersey**

- 53% of workers and 72% of students say a job where they can make an impact is very important or essential to their happiness, with the students ranking it third and only 1% behind marriage.
- Women consistently express a stronger desire for jobs with impact than men. 60% of employed women say that working for a company that prioritizes social and environmental responsibility is very important to them, compared to 38% of men.

### **Temkin Group, Employee Engagement Benchmark Study, 2012**

Compared with disengaged employees, highly engaged employees are 480% more committed to helping their company succeed, 250% more likely to recommend improvements, 370% more likely to recommend their company as an employer, and 30% less likely to take a sick day.

### **Taleo Research, Profitable Talent Management, 2011**

Increasing the engagement in a 10,000-person organization by 5% can boost the bottom line by an estimated \$40+million.

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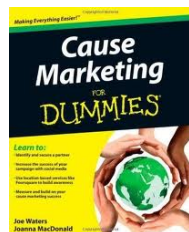
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For Momentum is a nationally-recognized leader in cause marketing, including a [top 5 agency ranking by Corporate Responsibility Magazine](#). Our practical approach and unique insights are fueled by decades of experience in strategic partnership dynamics. We offer strategies and resources that cut through the rhetoric and drive real results.



Ranked Top 5 by **Corporate Responsibility Magazine**



Blog named "Top 5" Cause Resource by **Cause Marketing for Dummies**



"100 Tweeters of Social Good You Have to Follow in 2013" by **ArmchairAdvocates.com**



Named winner in the AOL "Perfect Pitch" contest at the **Cause Marketing Forum**