

Cause-Based Marketing has its Time & Place – But Not for Every Organization

Written by PR Etc., Inc.

Published by [Rockford Register Star](#)

Monday, November 14, 2005

We've all been affected one way or another by disasters such as the tsunami in Asia last winter, the recent devastating hurricane in the south or the tornados which hit Southern Wisconsin this summer. There also are the tragedies that hit closer to home such as a child with a life-threatening disease without health care.

For each of these issues, businesses and individuals step up to the plate to donate funds or resources to help in those situations. Some organizations may want to jump on the "help" bandwagon to get their company name out or enhance their visibility – and there's nothing wrong with that if the overall goal is to provide assistance or a solution to the problem.

From a public relations standpoint, we advise clients to determine what their overall objective is in offering to "help." Cause-based marketing should always be about making a difference for those people or situations you are trying to assist; good PR will follow. It should not be the other way around.

If your organization is seeking to help a situation through the donation of money, time or other efforts and would like some good exposure as well, consider waiting until the initial focus of the situation calms down. For example, so much has been done recently in our community by organizations able to contribute considerable amounts of money or supplies to Hurricane Katrina victims. What about next Spring when there's less emphasis on the crisis? Can your business create an event or assist victims to help rebuild at that time when other organizations have forgotten about the situation?

Doing "something" is what cause-based marketing is about. The timing of how and what you do to make a meaningful impact is up to you.