

# START YOUR OWN CAUSE MARKETING CAMPAIGN

## STEP 1: CHOOSE YOUR CAMPAIGN STYLE

There are many ways your business can participate. Here are a few popular options:

### POINT-OF-SALE GIVING

Invite customers to add a small donation at checkout. Examples:

- *“Round Up for the Rescue Mission.”*
- *“Add \$3 to Help Feed Someone Today.”*

Great for: Retail, coffee shops, restaurants, service counters.

### EMPLOYEE GIVING CAMPAIGN

Engage your team in making a difference. Examples:

- Office giving challenge
- Department fundraising competition
- Payroll deduction campaign

Great for: Offices, corporate teams, professional firms.

**Make your employees’ giving go further. Match their gift & double the impact!**

### EVENT-BASED FUNDRAISER

Host an event that supports the Rescue Mission. Examples:

- Fitness challenge
- Customer appreciation day
- Community gathering or open house

Great for: Gyms, studios, entertainment venues, local businesses



## STEP 2: SET YOUR CAMPAIGN GOAL

Define what success looks like. Examples:

- Provide 1,000 meals for our community
- Raise \$5,000 for emergency shelter
- Engage 100 employees or customers

Our team can help translate your goal into real community impact.

Example:

**\$3 = one meal served at the Rescue Mission.**

## STEP 3: PICK YOUR TIMELINE

Campaigns can run for whatever timeframe works best for your business.

Common options:

- One-day promotion
- One-week campaign
- Month-long initiative
- Seasonal campaign (holidays are popular)

## STEP 4: PROMOTE YOUR CAMPAIGN

We will provide tools to help make your campaign successful.

Possible materials include:

- Campaign flyers
- Impact messaging
- QR codes for easy giving
- Social media guide



## STEP 5: ENGAGE YOUR CUSTOMERS AND TEAM

Make your campaign visible and exciting. Ideas include:

- Progress tracking boards
- Friendly staff competitions
- Social media shout-outs
- Impact updates

People love seeing how their participation is making a difference.

## STEP 6: CELEBRATE THE IMPACT

At the end of your campaign, we will help you celebrate the difference you made.

Your business may receive:

- Impact summary
- Recognition on Rescue Mission platforms
- Check presentation photo opportunity
- Opportunity to visit our campus for a tour

## READY TO LAUNCH YOUR CAMPAIGN?

Whether you have a fully formed idea or are just getting started, we're here to help you build a campaign that fits your business.

Together, we can create something engaging, impactful, and uniquely yours, while supporting our neighbors in need.

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## LET'S GET STARTED

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