

BUSINESS SOLUTIONS FOR A BETTER WORLD CAUSE-RELATED MARKETING



World Vision's global reach and program breadth enables your company to invest in regions and areas of interest to both you and your constituents. Our unsurpassed integrity and experience make World Vision your company's ideal humanitarian partner for powerful impact in the U.S. and around the world.

CORPORATE SOCIAL RESPONSIBILITY WORKS

Third-party studies prove that businesses benefit when they align with a cause.

9/10 U.S. consumers want more of the products and services they use to **SUPPORT CAUSES***



91%

LIKELY TO SWITCH BRANDS to one associated with a cause, given comparable price and quality*



TOGETHER, WE CAN DO SOMETHING GREAT

A successful cause-related marketing campaign will:

- **Improve** customer loyalty
- **Strengthen** employee engagement
- **Promote** brand awareness
- **Expand** marketing opportunities
- **Increase** sales

World Vision can help your company achieve business and corporate social responsibility objectives with a cause-related marketing campaign that aligns with your values and business model. Campaigns can be centralized around:

- Point of sale
- Buy one, give one
- Percentage give back
- Subscription add-on
- Your creative idea

Your World Vision Representative can connect you to solutions for promoting your company's giving culture and improving your bottom line.

For more information, contact your World Vision Representative or visit us online at worldvision.org/corp.

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. World Vision serves all people, regardless of religion, race, ethnicity, or gender.

* 2015 Cone Communications/Ebiquity Global CSR Study