



# Corporate Cause Marketing

Do a little something extra for the kids of Louisiana

**At Children's Hospital New Orleans, our promise is to shape a better future for kids. For more than 60 years, we've provided expert healthcare for children across our state and region, as the only free-standing children's hospital in Louisiana.**

Children's Hospital welcomes opportunities to explore and develop new corporate cause-related marketing relationships with organizations like yours.

As a nonprofit hospital, we rely on the generous support of community partners so we can meet the fast growing and ever-changing healthcare needs of our kids. **Help us continue to provide unmatched pediatric care for every child that walks through our doors, no matter his or her family's ability to pay.**



**Children's Hospital**  
New Orleans  
LCMC Health

## Examples of Cause Marketing Programs



- Point-of-sale donation
- Register "Round Up" to the next \$
- Portion of product sales
- Icon Campaign

We'll work with you to design a customized program that fits your needs.

## Cause Marketing Program Benefits

- You'll align your brand with Children's Hospital, one of the most well-regarded institutions in our community.
- You'll improve employee satisfaction and retention, as your employees feel proud to work for a company that shares their values.
- Your commitment to positive social impact gives customers a great reason to remain loyal.
- You'll be exposed to new audiences when we share your brand with our followers.

## Campaign Promotion

- Promotion on [chnola.org](http://chnola.org)
- Promotion is social media posts
- Internal promotion to our 2,000+ staff, providers, and volunteers
- Use of Children's Hospital logo co-branded for your promotional materials
- Use of compelling stories and photography of our patients

## Children's Hospital Social Impact



**Facebook:** 36K followers



**Twitter:** 10.8K followers



**Instagram:** 4.4K followers

## Doing good for us, is good for you!

Research shows most customers **(87%)** will purchase a product because a company supported an issue they care about.

— 2017 Cone Communications Corporate Social Responsibility Study

**To participate in a Cause Marketing Program please contact Kelley Adamec, Director of Annual Giving, at [kelley.adamec@LCMChhealth.org](mailto:kelley.adamec@LCMChhealth.org) or 504.894.5107**

## Important Reminders

- All cause marketing programs benefiting Children's Hospital New Orleans must be approved and agreed upon in advance by Children's Hospital.
- Cause marketing

programs should fit the mission and convey the appropriate image of Children's Hospital, and cause marketing partners must have and maintain a positive reputation in their community.