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Cause Marketing Improves Your Company Brand

* Use C4R’s logo wherever your logo appears
* Marketing materials: business cards, flyers, and advertising
* Website, social media, and LinkedIn
* Uniforms
* Vehicle wraps
* Attach your business card to C4R pink trifold brochure; distribute in your community
* Hospitals, patient advocate, and social worker
* Oncology centers
* Cancer support groups
* Physician’s offices
* Chamber of Commerce, Rotary, and Lions Club
* Home Owners Associations
* Religious organizations
* Civic organizations
* Health fairs
* Community events
* Use Leave Behind Cards to inform your current clients that you are affiliated with C4R and to give patients more information about the program
* Accessorize your uniform with a C4R Ask Me pin, pink wristband, or t-shirt
* Take a photo with C4R logo and tweet about your affiliation with organization
* Photo with patient
* Staff photo
* Quote or testimonial
* Post photos, videos, and testimonials on your website and FB page (tag C4R)
	+ Photo in front of patient’s home with C4R logo (C4R brochure or t-shirt)
	+ Owner’s photo with C4R Official Partner Certificate
	+ Team photo with the number of women served
	+ Cell phone video about how and why you got started with C4R
	+ Cell phone video describing how it feels after cleaning for a patient
	+ Testimonials from patients, staff, and your personal experience
* Schedule a time once per day to Like, Comment and Share on and about C4R’s FB page to engage our 225,000 followers
	+ Like a C4R FB post and leave a comment
	+ Tag your business, while commenting on a C4R post
	+ Share a C4R post on your page
* Have C4R write a customized press release announcing your affiliation
* When you join Cleaning For A Reason
* Special event
* Reach out to local media and begin to develop a relationship
	+ Local newspaper (printed and online)
	+ Radio
	+ Any organization that publishes a newsletter
* Leverage other opportunities to promote your affiliation with C4R
* Cleaning For A Reason Week, April 18̵–24
* Request a signed Proclamation from your Mayor, City Council, State Senator, or Governor; post proclamation on website and social media
* If meeting an official, share a photo on your website, social media, and with local media; frame photo for your office
* Switch your Facebook/Twitter profile picture to the National Cleaning For A Reason logo
* Founder’s Challenge to owners and managers: Join your technicians to clean the home of a patient
* Conduct a fundraiser: restaurant, raffle, or online fundraiser
* Pinktober – Breast Cancer Awareness Month
* Leverage C4R marketing campaign
* Seek out opportunities within your local community
* Health Fairs
* Community Events
* Relay for Life

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