



full capacity marketing, inc.
elevate your brand

Cause-related Marketing Proposal Template

Project Idea

- Who are you trying to reach and why?
- Who are the potential broadcast and print news media partners? What would they contribute?
- Who are the potential sponsorship partners? What would they contribute?
- Are there community groups and/or other partners that would be interested partnering? Why? What would they contribute?
- How would this project idea be beneficial to all involved?

Benefits

- What is in it for them [all selected partners]?
- What is in it for you?

Research

- Is there a community trend or news media interest in this topic? What is it?
- What are the potential threats to the project?
- What are the opportunities?
- What are the strengths?
- What are the weaknesses?

Positioning

- Why is the project important?
- Do you own some kind of niche area that relates to this position? Can the niche be created?
- Are there any competing interests?

The Ask

- Develop an initial contact pitch.
- What would be the potential objections or barriers?
- Practice the pitch and role-play.
- Keep a database of responses for future pitches.