

Cause Marketing Guidelines

To ensure consumer confidence, the following guidelines must be met for all cause-related marketing partnerships with the Dr. Susan Love Research Foundation (DSLRF). Each partnership will be reviewed on a case-by-case basis.

- An organization must complete and submit a DSLRF “Cause Marketing Form” to be considered for any cause-related marketing partnerships.
- DSLRF owns the registration for the DSLRF and Army of Women/Love’s Army names, logos, and a family of “Beyond a Cure” names and programs Licensed Marks. Permission is required for the use of these Licensed Marks.
- A party that desires to obtain permission to use these Licensed Marks must execute a written contract with DSLRF that outlines how the Licensed Marks will be used. Until a fully executed Letter of Agreement is received by DSLRF, use of the Dr. Susan Love Research Foundation and Army of Women name, logo, or any of its Licensed Marks is strictly prohibited.
- DSLRF is currently declining proposals from alcoholic beverages and firearms.
- A minimum of one year in business is required for any organization seeking a partnership with DSLRF.
- A minimum of 10% of the retail price of the product is required for cause marketing partnerships with DSLRF. A minimum donation guarantee based on the size of an organization is also required.
- In order to complete our assessment, a sample must be provided for review of proposals involving a product. Drawings and/or photos are accepted in cases where the product is still in development.
- Along with a sample, please forward a company media kit and any other collateral, brochures, and reports about your organization.
- One of our objectives with all cause-related marketing programs is to ensure that consumers are provided with information and a way to contact DSLRF for further information. You must agree to publish information about DSLRF, and our website, www.dslrf.org, on all promotions, events and programs.
- DSLRF operates under the Better Business Bureau guidelines for charitable giving. In compliance with these guidelines, DSLRF requires full disclosure on all packaging, advertising or promotional materials when funds are raised through a consumer purchase or promotion (e.g. \$10 from the sale of each item). You must be able to comply with this requirement if applicable.

- Your organization may also be required to register in certain states as a “commercial co-venturer.” In its simplest terms, a commercial co-venture is a relationship where an organization promotes a product or service and represents to the public that a portion of the proceeds will benefit a cause. If the product or service is being promoted in a state that requires commercial co-venturer registration, the organization conducting the program/promotion must file certain documents with that state’s Attorney General’s office (or other state-designated entity). The specific documents that must be filed will vary from state to state, but will generally include a registration statement and a copy of the contract. Although DSLRF cannot give legal advice to organizations that conduct programs/promotions with us, we do advise them to seek legal counsel to ensure that they comply with these registration requirements.
- DSLRF is unable to secure celebrities for promotional purposes.
- DSLRF does not sell, loan or distribute its mailing lists or email addresses to any company or individual.
- DSLRF does not allow solicitation of products or services to the Army of Women.