
**“ENSURING ALL CHILDREN HAVE
ACCESS TO A QUALITY PUBLIC
SCHOOL EDUCATION.”**



YOUR SUPPORT, OUR MISSION

A GUIDE TO CAUSE-MARKETING & CO-VENTURES

THE FRANKLIN FOUNDATION FOR INNOVATION

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Radnor, PA 19087

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“Collaborations between businesses and organizations like ours produce positive and lasting outcomes that support our mission as well as create positive and fulfilling experiences for customers and employees alike.”

- Endre Jarraux Walls, CEO

Thank you for your interest in partnering with The Franklin Foundation for Innovation, a non-profit organization focused on protecting America’s public education infrastructure. We enthusiastically welcome the opportunity to explore and cultivate deep corporate relationships that will exceed your business objectives while advancing our mission. All of our cause marketing programs are customized to meet your business’ needs. Any organization and its products or services that are interested in entering into an exclusive partnership with The Franklin Foundation of Innovation should embody or promote our belief in the criticality of a strong and high-quality public education infrastructure.

CAUSE MARKETING PROGRAM GUIDELINES

MINIMUM REQUIREMENTS

- All partners must align with The Franklin Foundation for Innovation’s mission and have a positive reflection on our organization.
- Partners must have a minimum of one year of established business operations.
- Promotions cannot imply endorsement of products or services.
- For commercial co-ventures, a minimum contribution equal to 10% of MSRP for cause-related products or services is required.
- A minimum annual contribution of \$25,000 is required for all cause-marketing partnerships.

ADDITIONAL CONSIDERATIONS

- The Foundation does not sell, loan, or distribute its mailing list of email addresses to third parties.
- The Foundation does not enter into relationships with businesses who operate in the following categories:
 - Firearms/Weapons
 - MLM Models
 - Tobacco
 - Alcohol (Donations and Sponsorships from Wineries are acceptable)
 - Businesses involved in the Adult industry
 - For-profit or Charter Schools/Associations (includes Testing providers)

LOGO USAGE

The use of The Franklin Foundation for Innovation’s logo or any of its licensed marks are strictly prohibited until a legal agreement has been reached for use and distribution.

REQUIREMENTS FOR TRANSPARENCY

All cause marketing and co-venture relationships must meet or exceed the Better Business Bureau (BBB) Wise Giving Alliance standard and be in compliance with applicable state and federal law. For example, BBB Standard 19 requires that all advertisements and promotional materials related to a cause marketing relationship clearly disclose how the charity benefits from the sale of products or services. Such promotions, advertisements and/or displays should disclose: (1) the actual or anticipated portion of the purchase price will benefit the charity; (2) the duration of the campaign; and (3) any maximum or guaranteed minimum contribution amount. Disclosures stating only that the charity will receive “proceeds”, “profits”, “net proceeds” or some other general financial benefit as a result of sales will not meet this standard.

NON-PROFIT INTEGRITY ACT

Partner organizations may 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 The Franklin Foundation for Innovation 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.



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