



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
- 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: 45K followers



Twitter: 12.1K followers



Instagram: 11K 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 **Cristina Giambrone, Director of Development, Events & Programs** at Cristina.Giambrone@lcmchealth.org or 504.896.9375

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.