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GOSPEL CENTER
RESCUE MISSION
over 75 years of restoring lives

**Your Company
&
Gospel Center
Rescue Mission (GCRM)**

**A Cause Related Marketing
Partnership Opportunity**

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Presentation Purpose

GOSPEL CENTER
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A first step to demonstrate that a
Long-term cause related marketing
partnership which can benefit both

Your Company

&

Gospel Center Rescue Mission.

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Cause Related Marketing

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“The possible **benefits of cause marketing for nonprofit** organizations include an increased ability to promote the nonprofit organization's cause via the greater financial resources of a business, and an increased ability to reach possible supporters through a company's customer base. The possible **benefits of cause marketing for business** include positive public relations improved customer relations, additional marketing opportunities, and making more money.”*

“Any marketer who’s not a novice can recall when terms like “cause-related marketing” and “**corporate social responsibility**” were exotic novelties. But now it’s a given that consumers believe companies have obligations beyond making money for their owners. In fact, it is getting more difficult for a company to connect with customers and prosper if it doesn’t stand for something more than its bottom line.” **

*From Wikipedia

** From CMO.com

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GCRM Leadership

GOSPEL CENTER
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- ✓ Emergency overnight lodging with dinner & breakfast for men, women & children 365 days/year.
- ✓ Free long-term resident addiction recovery program.
- ✓ Free housing assistance & vocational training.
- ✓ #1 Non-profit Recuperative Care Program in San Joaquin County.
- ✓ #2 Non-profit SSI Payee Services Program in San Joaquin County with 590 clients.
- ✓ Free GED training to all Program Students.
- ✓ Free Clothing & Furniture Ministry to all of San Joaquin County.
- ✓ 3 Meals/Day for over 200 people – 365 days per year.
- ✓ Low staff & high volunteer involvement.

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Partnership Opportunities

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For Your Company

- Potential 1st Company within your industry to establish a cause related partnership = competitive advantage within industry.
- Partnership with a model, free, life transforming non-profit = new or enhanced Corporate Social Responsibility webpage & campaign.
- Partnership use by all Company office locations & buyers/vendors.
- Increase Company employee morale due to relationship.
- Priority Company employee receipt of GCRM services.
- Company volunteer opportunities at GCRM.
- Company public relations opportunities. Examples: videos, GCRM box truck signage, Company-GCRM website links, public speaking opportunities at GCRM events like Graduations.

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Partnership Opportunities

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For Gospel Center Rescue Mission

- Partnering/link with your Company's brand.
- Income through long-term partnership agreement for increased funding to GCRM Programs.
- Potential GCRM Graduate job placement within Company.
- Partnership enhances grants & individual major gift cultivation via Company's financial support & brand association.

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Next Step

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Meeting at your Company or
GCRM to move towards a
long-term exclusive cause related
marketing mutually beneficial partnership.

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