



Together with *The Dallas Morning News*

# Unlocking Revenue Through Cause Marketing





# Gillian Breidenbach

## Partner + Chief Community Officer

As a 5th generation Texan, Gillian is passionate about everything Dallas.

After 28 years in Corporate Communications & Community Relations at Bank of America, she joined the company in 2018 to launch FWD>DFW, a cause-marketing initiative for companies to illuminate critical topics, inspire leadership, and spur people to action.

A proud SMU alum, Gillian serves on several boards in North Texas and is the proud mom of two boys.

# WHAT IS Cause Marketing?

*Cause marketing involves a collaboration between a for-profit business and a nonprofit organization for a common benefit...  
AKA Something Good!*

There are good business reasons to celebrate **the good that businesses are doing in the community.**

90%

CONSUMERS SAY THEY WANT COMPANIES TO TELL THEM HOW THEY ARE SUPPORTING CAUSES AND MAKING A DIFFERENCE.

72%

AMERICANS SAY THEY FEEL IT IS MORE IMPORTANT THAN EVER THAT THE COMPANIES THEY BUY FROM REFLECT THEIR VALUES.



# Our company's MISSION guides us *fwd*

*Making our communities stronger  
and more prosperous through  
quality journalism and innovative  
marketing solutions.*

**Dallas News** CORPORATION

The Dallas Morning News

medium  
giant

# WHAT is FWD>DFW?

We spark awareness and action.



## COMPANIES

We amplify companies and their causes to make a difference across categories and achieve business goals.



## CAUSES

We drive awareness of our partners' CSR/CRM vision and impact while celebrating change-makers.



## COMMUNITY

We encourage volunteerism, philanthropy, and civic engagement.



# HOW we spark awareness and action



**Brand  
Storytelling:  
Print & Digital**



**FWD>DFW  
Content Hub on  
DallasNews.com**



**Brand Ads:  
Print & Digital**



**Social  
Media**

# WHO are our partners driving positive change?

## Founding Partners



## Signature Partners



## Supporting Partners





# CELEBRATING THE GOOD IN YOUR MARKET



**FWD**  
**DFW**

Together with The Dallas Morning News

Wisdom, Intelligence, Truth  
as a diligent researcher, a  
Good listening skills, Objec  
presence, Excellent judge  
and the cycles of life, intu

**EXPLO**  
**GENERALIST, PION**

The Explorer is known for their love  
of exploring a "new" territory, f  
and great opportunities to see the  
world in a way that is truly  
inspiring.

Independence, Bravery, Fr  
Nonconformity, Fearless  
Self-reliance, Flexibility, Sp  
experience, Open-minded  
facile mind, Enthusiasm

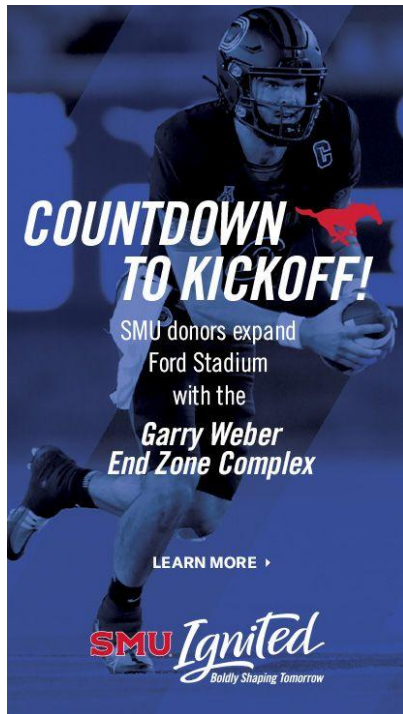
# do you have companies that are....?

- Celebrating grand openings, anniversaries or milestones
- Driving donors (i.e. capital campaigns) or year-end giving
- Selling season tickets to arts and cultural events
- Doing great things in the community

[illegible][illegible][illegible]

# In your market, do you have...?

- Colleges
- Auto Dealerships
- Hospitals
- Museums
- Performing Arts
- Nonprofits and Food Banks
- Sports Teams
- Banks and Financial Institutions
- Local Events

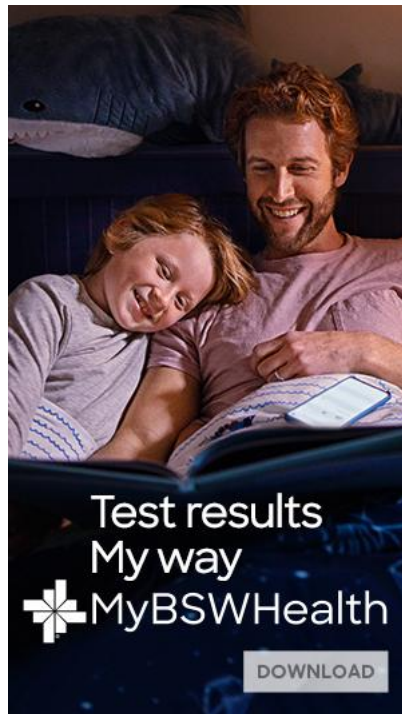


**COUNTDOWN  
TO KICKOFF!**


SMU donors expand  
Ford Stadium  
with the  
*Garry Weber  
End Zone Complex*

LEARN MORE ▸

**SMU Ignited**  
*Boldly Shaping Tomorrow*



Test results  
My way

 MyBSWHealth

DOWNLOAD



**FRITO-LAY  
AND PEPSICO  
FOUNDATION  
HELP FUND  
DRIVER TRAINING  
SCHOOL IN  
SOUTH DALLAS.**

LEARN MORE

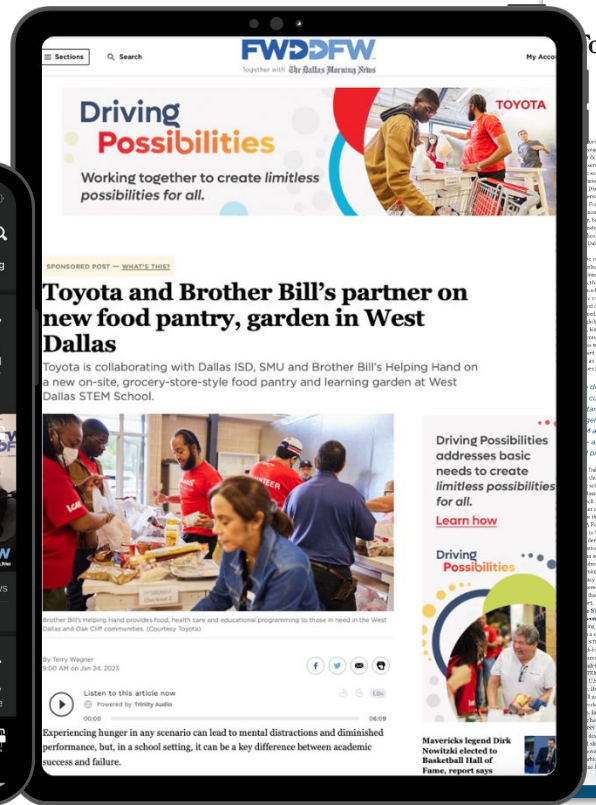
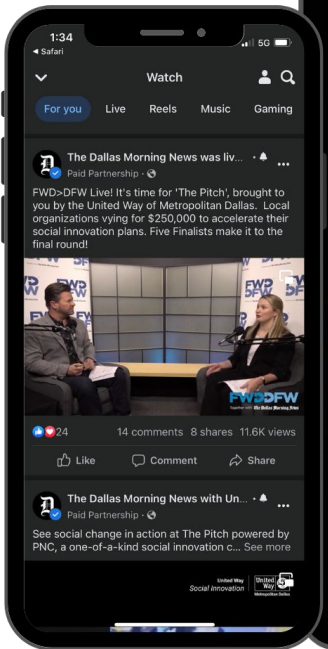
**SOUTHERN  
DALLAS  
THRIVES**





If so,  
you can tell  
their stories.

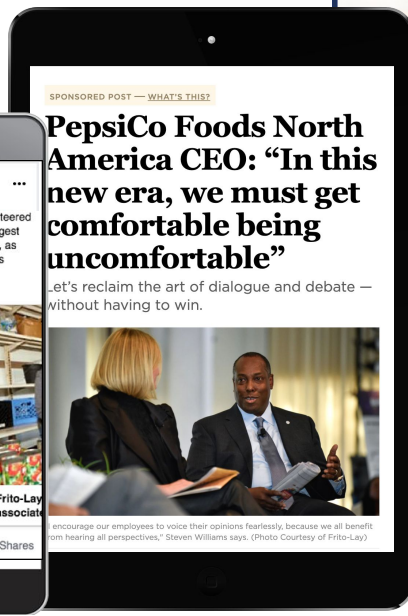
- Mastheads
- Native articles
- Brand display ads
- High-impact units
- Special sections
- Paid social
- Paid email
- Facebook Lives






# Then, add value through spotlights and more!

- CEO spotlights
- Guest editorials
- Volunteer opportunities



## #What Moves You

North Texas Food Bank



**CEO**  
Food Bank


across North Texas, almost 800,000 people wonder *where* will find their next healthy meal. The North Texas Food Bank, the Partner Agencies that make up our Feeding Network ensure that children, seniors and families across the 13 counties have access to healthy food.. This work is made possible thanks to a caring community. We are grateful for their ongoing support. **”**

At the North Texas Food Bank, we believe that everyone deserves access to food. That is why we have launched our Nourish North Texas campaign to raise \$100 million in food and funds to help curb the hunger gap in our region. Together, we can provide Food for Today and Hope for Tomorrow for those in need.

Learn more: <https://ntfb.org/>

## #What Moves You

Kenneth T. Novice,  
President & CEO  
of Broadway Dallas



**“** Dallas is home to a robust and vibrant arts community. I am inspired daily by arts colleagues and arts audiences who embrace, support and patronize this wonderful resource. The art of theater entertains and enlightens us, opens our view of the world and builds empathy as it examines and celebrates the human condition. Theater can also educate. I am moved by Broadway Dallas' work in classrooms and community centers across the city and particularly among our Fair Park neighbors. There is nothing quite like observing students as they learn not only about the arts but also about STEM disciplines taught through the art of theater. **”**

As the premier presenter of touring Broadway in the region, Broadway Dallas (formerly known as Dallas Summer Musicals) delivers the hottest, most award-winning, edge-of-your-seat exciting shows to Dallas on a year-round basis (not just in the summer). Core to our mission is to grow our already expansive education programs and community partnerships which allow us to share the "Spirit of Broadway" with members of our community who might not otherwise have access to our world-class productions. To learn more visit [broadwaydallas.org](http://broadwaydallas.org)

**FWD FFW**  
Forward - The Dallas Morning News

Learn how you can make a difference:  
[fwddfw.com/volunteer](http://fwddfw.com/volunteer)

The earned value  
is priceless, but  
the results speak  
for themselves.

**476,718+ print readership**

30% MORE THAN AVG CUMULATIVE VIEWERSHIP OF TOP  
TV STATION'S 10PM NEWS (NBC 5)

**3:49 average time on content**

200% OVER INDUSTRY AVERAGE OF :55

**0.20%+ display ad CTR**

2X AVERAGE CTR

**3.17%+ Facebook CTR**

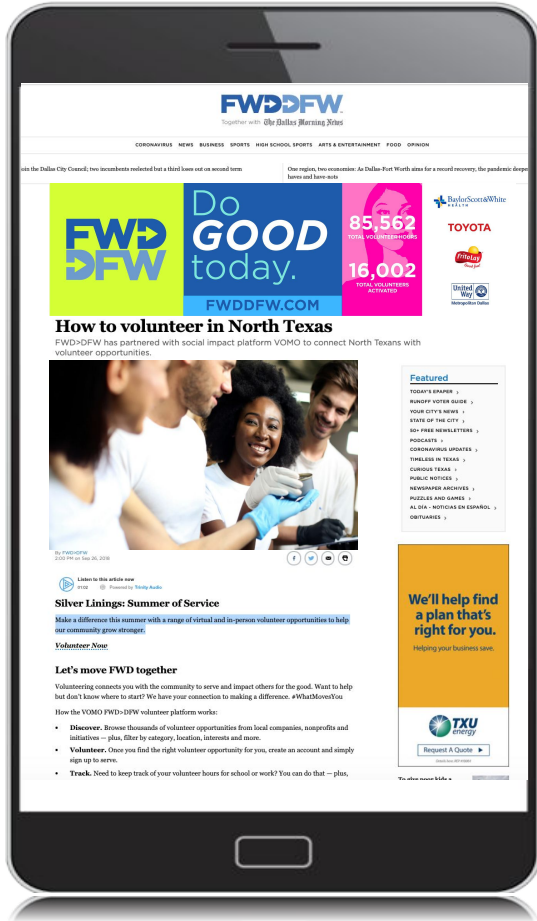
3X INDUSTRY AVERAGE CTR FOR FB SPONSORED POST

**80K average FB Live views**

# AMPLIFYING THE GOOD



We drive action through our own campaigns.



Native

Social

Digital

Print



# How we started — and how to replicate this in your market

## LAUNCH

- Identified critical causes in the community and the companies that support these causes
- North Texas Giving Day 2018, after 12 months of planning

## FOUNDING PARTNERS

- Secured three top companies and one key nonprofit as Founding Partners
- Packages priced at 3:1 value

## LEADERSHIP

- Dedicated leader with strong community ties to both corporations and nonprofits

## MARKETING

- Reinvested in a marketing campaign focused on the community



# GOOD Impact



## PARTNERSHIPS

- 20+ partners
- \$2.5M+ annual revenue
- 68% profit margin
- 90% renewal rates
- 100% renewal of Founding Partners

## IMPACT

- 1M+ DN.com article views
- 6.3M+ FWD>DFW social impressions in last 12 months

## CIVIC ENGAGEMENT

- 88,788 Volunteer Hours
- \$3.39M Economic Impact

**WE'RE ALL ABOUT  
MOVING *FWD*  
TOGETHER**