



**ifaw**

# philanthropy day: not your typical fundraiser

17th of July 2018  
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**ifaw**

# welcome to ifaw

At IFAW, we see the world as it is and we're **compelled to make it better.**

Conservation and environmentalism are no longer relegated to a singular section of the newspaper; it's no longer just an issue for the passionate few to protect, defend, consider – it's an everyone issue. And it's woven into the very fabric of business, technology, education, science, fashion, food.

We must make the environment part of our lifestyle. Making daily commitments to live differently.

With 16 offices and projects operating in over 40 countries, IFAW makes lasting impact for people and animals everywhere.







**nicole fox, global marketing strategist**

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# strategic partnerships

**innovative way to generate brand awareness, a venue whereby you can create your own news, and build tangible touchpoints with audiences**

- ▶ cause related marketing
- ▶ influencer marketing
- ▶ corporate sponsorships

## execution

- ▶ special events
- ▶ volunteer opportunities



# cause related marketing

**relationship between a for-profit company and a non-profit company allowing the for-profit to use the non-profit's logo and other information on product/marketing material in exchange for donating a portion of sales revenue to the non-profit.**

- ▶ evaluation
- ▶ costs
- ▶ risks
- ▶ example



# influencer marketing

**activate influential people to champion your brand and lifestyle proposition to drive brand awareness, recognition and credibility, differentiate your brand from competitors, grow donor base and subscribers, make political progress and develop alternative revenue streams**

- ▶ identify talent
- ▶ access
- ▶ engage
- ▶ FCC
- ▶ example





# events

**opportunities to highlight the personality of your brand, show that you understand your demographic and considered the invitees**

- ▶ the non-gala
- ▶ partnership help
- ▶ compliance
- ▶ example



# volunteerism

**invite audiences to be part of the story,  
build the narrative for future touchpoints,  
emphasize the power of networks**

- ▶ in-house
- ▶ on-site
- ▶ remote for a cause
- ▶ example



**“every species and every habitat has the ability to bounce back, and every person, everywhere has the chance to act. the future depends on what we do now”**

Azzedine Downes, CEO & President, IFAW - 2019

**Thank you!**