



SHOP FOR GOOD

FOOD BANK FOR NEW YORK CITY'S CAUSE MARKETING PROGRAM

FOOD BANK FOR NEW YORK CITY.
UNLIMIT EVERY POSSIBILITY.



FOOD BANK FOR NEW YORK CITY'S SHOP FOR GOOD

New York City is home to over **220,000 small businesses** and **157,000 large retailers**. Food Bank For New York City is well-positioned to collaborate with local, socially conscious businesses as partners in the fight against food insecurity across the five boroughs. As the city's food bank, we empower New Yorkers to achieve food security for good.

Shop For Good empowers **supporters to combine their passion for our mission with consumer buying power**. While outright gifts are the primary way to support our work, this special initiative highlights shopping can be a means to power our mission. By collaborating with Food Bank, you will reach new audiences, support Food Bank's vital resources, programs and services, while raising awareness for the increasing of amount of New Yorkers facing food insecurity.

DESIGN YOUR CAMPAIGN

Choose the right fit for your company by participating a variety of ways:

Percentage

Donate a percentage of proceeds from the sale of a specific brand, product, or line.

Round Up Campaigns

Ask customers to make a donation upon checkout.

Events and Activations

Host virtual events, such as webinars, concerts, or auctions, and donate a portion of the proceeds.

Product Tie-Ins

Create a special edition product, with a portion of the sales going to Food Bank. This can include co-branded products or products designed with a cause-related theme.

Social Media Challenges

Launch a social media challenge to encourage customers to participate and share their experiences using a specific hashtag or customized donation form. Your brand can donate a set amount to the cause for each participation or share.

PayPal Giving Fund

Does your business accept PayPal as a checkout option? Your customers can add a donation to Food Bank while they shop.

To learn more contact partner@foodbanknyc.org.



PROMOTIONAL SUPPORT:

- ✓ Promotion of Food Bank's social media platforms:
 - 📷 @foodbank4nyc (30K+ followers)
 - ✂ @foodbank4nyc (20K+ followers)
 - 📘 Facebook: (35K+ likes)
- ✓ Opportunity to co-brand campaign & marketing materials.
- ✓ Logo and brand feature on Food Bank's Shop For Good landing page.
- ✓ Promotion in Food Bank's newsletter (95,000 subscribers)

**Please note the promotional support will vary based on each brand agreement*

