

Cone

2009 Holiday Cause Marketing Campaigns

Landscape analysis of holiday campaigns - November 2009



Walmart Gives Back

<http://www.walmartgiving.com/>

Walmart gives back with historic \$32 million holiday giving campaign. Walmart and the Walmart Foundation have kicked off "Walmart Gives Back," an annual holiday giving campaign, with deliveries to local food banks across the country just before families start preparing for Thanksgiving.



Land's End and National Coalition for the Homeless – "The Big Warm-Up"

<http://www.bigwarmup.com/>

The Big Warm-up is a nationwide initiative starting October 29th through November 30th to collect coats from consumer donations for those in need across the country. Consumers can track where their coat ends up with a unique donation code on the Web site (a form of "localizing"), find real-time updates on the collection progress, use an interactive map to find donation locations and read about homelessness in general.



Macy's and Make-A-Wish Foundation – "Believe"

<http://social.macys.com/believe2009/#/tell-us-why-you-believe>

The popular Macy's cause promotion takes place at an interactive microsite where visitors can post a letter or video to Santa about why they believe in giving and the holiday spirit. Macy's donates \$1 for each letter or video to the Make-A-Wish Foundation, up to \$1 million. The "best" letter and/or video will win a VIP trip to the Macy's Thanksgiving Day Parade in NYC.



FedEx and Christmas SPIRIT Foundation – “Trees for Troops”

<http://www.christmasspiritfoundation.org/>

Trees for Troops is a cause partnership of Christmas tree growers/retailers, Christmas SPIRIT Foundation and FedEx Freight to provide military families with a free, farm-grown Christmas tree for their holidays. This starts an intense 5-week process through which about 800 Christmas tree farms and retailers will donate and gather Christmas trees and FedEx will collect and deliver to more than 50 bases (Army, Air Force, Coast Guard, Marines & Navy) throughout the U.S.



Iams – “Home4theHolidays”

<http://www.iams.com/iams/pet-adoption.html>

Home 4 the Holidays is a national pet adoption drive with celebrity Hilary Swank as spokesperson (also a new adopted-pet caregiver). The goal of the campaign is to find loving homes for 1.5 million pets. Visitors are encouraged to visit the site daily to vote for their favorite shelter to become the recipient of the Iams Feed Pets in Need program which brings nutrition to shelter pets. The site provides a search tool to find the closest pet available for adoption.



Chinet and Feeding America – “Grateful Platefuls”

<http://www.facebook.com/mychinet>

Visitors to the site are invited to share a story about what they are grateful for and “serve it” on the customized Chinet plate, which will help activate a \$100,000 donation to Feeding America – worth 700,000 holiday meals for the hungry.



Aflac, Macy's and Pediatric Cancer Research - 2009 Holiday Duck Program

<http://aflaholidayduck.com/>

Aflac and Macy's team up to sell a limited edition Holiday Duck to benefit 37 hospitals around the country dedicated to pediatric cancer research and treatment. The partnership has given more than \$2.2 million through the program to-date.

Help Us Raise \$1 Million for LIVESTRONG



Drew Carey, actor and host of The Price is Right, will donate up to \$1 Million to LIVESTRONG. He has pledged \$1 for every Twitter follower he gets by the end of 2009.



Help Us Now!

We need your help to reach the \$1 Million mark.

Follow @DrewFromTV Tell your friends

Learn more about our fundraising effort at:

[CBS News](#), [CNN.com](#), [CNN Live](#), [Mashable](#), [The Huffington Post](#)

Drew Carey and LIVESTRONG Foundation – Drew Carey’s Twitter Challenge

<http://milliondollar drew.com/>

Drew Carey, actor and host of The Price is Right, will donate up to \$1 Million to LIVESTRONG. He has pledged \$1 for every Twitter follower he gets by the end of 2009.

Toys"R"Us will donate \$1 worth of toys for Every New Fan!

Join Shaq Give Back

BECOME A FAN!
I AM ALREADY A FAN!



TOYS FOR TOTS

Toys"R"Us has partnered with Shaquille O'Neal to create a holiday slam dunk for children in need. You can, too! Just become a fan, and Toys"R"Us will donate \$1 worth of toys to Toys for Tots!

TOYS"R"US BABIES"R"US

Toys"R"Us and Marine Toys for Tots Foundation – "Join Shaq Give Back"

<http://www.toysrus.com/product/index.jsp?productId=2474404>

To help bring toys – and smiles – to America's neediest children, Toys"R"Us, Inc. announced it has teamed up with four-time NBA Champion Shaquille O'Neal to encourage consumers to donate toys and cash to the Marine Toys for Tots Foundation this holiday season. The fundraising campaign officially begins October 22 in Toys"R"Us and Babies"R"Us stores nationwide and online at Toysrus.com/ToysforTots.

THE ONE TURKEY THAT CAN FEED A MILLION PEOPLE



FEEDING AMERICA

PAUSE

Honeysuckle White and Feeding America - "Feed A Million"

<http://www.honeysucklewhite.com/holiday/fam.aspx>

The Honeysuckle White® brand is partnering with Feeding America®, the nation's largest charitable hunger relief organization, to help feed a million Americans in need. Consumers' purchase of any Honeysuckle White® brand product supports the company's contribution of \$235,000 to Feeding America.