



Learn About Cause-Marketing Considerations

By Claire Rosenzweig

Are you planning to conduct a cause-related marketing campaign? If you are, I have two words – transparency and disclosure. We urge that your campaign clearly enable consumers to determine the terms of the campaign, know the cause(s) involved and how much of their donation is going to the cause.

Cause-related marketing (CRM), a term first coined by American Express®, to describe its fund raising campaign to restore the Statue of Liberty, is defined as the public association of a for-profit company with a nonprofit organization, intended to promote the company's product or service and to raise money for the nonprofit.

Cause-related marketing is a hot topic, which has been heightened by the latest attention given to sustainability efforts (including but not limited to "green") as well as the adverse conditions created by the current economic crisis.

Businesses large and small can utilize this way of reaching consumers while building

their brand. If done properly, it can lead to positive impact for a business and much-needed funds for a charity. However, done incorrectly it can potentially damage the reputation for all involved. Therefore, we urge consideration of the following in this area; transparency and disclosure as well as researching whether the charity with which you plan to partner lives up to charity accountability standards.

Regarding transparency, the Better Business Bureau (BBB) offers 20 Standards of Charity Accountability as guidance to charities in terms of governance, finances, marketing and impact effectiveness. We also want businesses to know that when it comes to Cause Related Marketing campaigns, the 20 BBB Wise Giving Alliance Standards of Charity Accountability can be of service to them too. To help achieve transparency, businesses can look to Standard 19, which says: Clearly disclose how the charity benefits from the sale of products or services (i.e., cause-related marketing) that state or imply that a charity will benefit from a consumer sale or transaction. Such promotions should disclose, at the point of solicitation:

a) the actual or anticipated portion of the purchase price that will benefit the charity (e.g., 5 cents will be contributed to abc charity for every xyz company product sold)

b) the duration of the campaign (e.g., the month of October), any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of \$200,000).

When setting up a cause-related campaign we urge everyone to understand these standards by which the BBB reviews charities. It is also critical for businesses and charities to know and comply with laws regarding cause marketing. In many cases, a written agreement or contract with the charity may be required.

Even if you have good intentions and want to help a charity with your cause-marketing program, you must ensure that you have the charity's permission to use its name. Knowing who you are doing business with is also important. Be sure that the nonprofit you are supporting with your program is a legitimate charity. Ask us at BBB, go to Guidestar.org, or check on IRS website at <http://www.irs.gov/charities/article/0,,id=961>

36,00.html.

You can also check BBB reports on national charities at <http://www.bbb.org/charity> or local charities on our website at <http://www.newyork.bbb.org>.

By understanding why the standards are in place, how they work, and who meets them... you are in a better position to choose a cause that not only aligns with your business values but can be trusted to do what it says it will do. Partnering with a charity that has met the BBB Standards of Charity Accountability and disclosing the key elements as noted, creates a foundation of transparency and trust with consumers.

You can find a list of the BBB 20 Standards of Charity Accountability and the list of BBB Accredited Charity Seal holders (charities that meet our standards and have chosen to promote the BBB Accredited Charity Seal according to our policies) on the BBB of Metropolitan New York's website: www.newyork.bbb.org.

Claire Rosenzweig is President and CEO of the Better Business Bureau Serving Metropolitan New York.

QEDC Hosts Interactive Exhibit QUEENS BEATS

The Queens Economic Development Corporation (QEDC) announced the presentation of recent work by New York artist Hector Canonge. The interactive exhibition, "QUEENS BEATS," constitutes QEDC's first exhibit at the Discover Queens Visitors Center located in the Queens Center Mall in Elmhurst.

The Discover Queens Visitors Center will showcase art works of various mediums highlighting the talent and diversity of work produced and available in Queens. Working with the Queens Council on the Arts and members of the Queens Tourism Council artist will be able to display their work for one to two month periods. QUEENS BEATS will run from March 16 through April 30.

QUEENS BEATS explores sonic perception in relation to various ethnic communities along the No. 7 train in Queens. For the exhibition, new media artist, Canonge, investigates how people are able to experience cultures, traditions, ethnic heritage and the borough's history through audio imprints (sound recordings and reproductions) and archival graphic material (maps and photo documentation).

The exhibition features the interactive projects URBIS18 and IRTag where sounds and archival visuals are accessible through touch-screen and barcode scanning technology. The projects use music, spoken word, local lan-

guages and even field noise recorded in the neighborhoods along the various stops of the 'International Express.'

QUEENS BEATS serves as an audio archive environment, an educational tool for understanding Queens' multicultural and historical heritage, and a helpful aid for visitors wishing to discover the borough. More information about the artist is available at www.hectorcanonge.net

QUEENS BEATS

**LOCATION:
QUEENS VISITORS
CENTER, QUEENS
CENTER MALL
90-15 QUEENS BLVD
ELMHURST, NY 11373**

**HOURS:
MON-SAT: 10AM-6:00PM
SUN: 11AM-7PM**

**DIRECTIONS:
TAKE V OR R TRAINS
TO WOODHAVEN
BOULEVARD**

Mattone Group Takes Over Atlas Park

The Shops at Atlas Park has a new managing agent, and it is a familiar face to Queens businesses.

The Mattone Group, which develops and manages commercial and residential properties throughout the New York area, officially took over the management duty from the Hemmerdinger family on February 19, and the new management team is eager to get started at the site.

"We have a large part of our portfolio in Brooklyn and Queens," said Michael Mattone, the CFO of the Mattone Group. "We have pretty good relationships with local retailers, and hopefully we can bring some of the local relationships to bear."

At the beginning of this year, Damon Hemmerdinger, the former managing director for Atlas Park, announced that the property's lenders – Calyon and Société Générale – decided to go with a different managing agent for the mall, which offers a mix of clothing stores, jewelry, shoes and gourmet foods as well as a variety of charming cafes, bistros and restaurants.

Mattone said after his company learned that a change was in the works, it made a pitch to the lenders and the Hemmerdingers.

"There was consensus that a change in management might have a different angle to attract some new tenants," said Michael Mattone, who will be taking the lead on the Atlas Park project.

Currently, Mattone said he is making sure

the day-to-day activities of managing the Glendale property run smoothly, but he plans to reach out to the tenants at the mall in the next couple of weeks to introduce himself to them and find out more about the existing businesses.

Meanwhile, the new managing agent is already generating some excitement amongst tenants and the surrounding community.

"We look forward to working with a new management company, and I feel like it's going to be for the benefit of all," said Joseph Faccibene, the managing partner of Shiro of Japan – one of the first tenants at Atlas Park.

Currently the Mattone Group manages and leases more than 1.5 million square feet of commercial property including the 6.5-acre Pathmark Plaza in Springfield Gardens, the Jamaica Center site and the Waldbaums Center in College Point – where the Mattone Group's headquarters are located.

Community Board 5 Chair Vincent Arcuri attended the opening of Atlas Park in April of 2006, and he believes having the Mattones is good for the area.

"I think they will approach it with a fresh look; they are good people," Arcuri said. "They are local Queens people. I think they will be fair to the tenants, existing and new, and I look forward to speaking with them and see what's on their mind soon."