

**beyond**  
**CAUSE**  
**MARKETING**

**September 16, 2011**  
**Cambridge, MA**

PROUD EVENT SPONSOR OF:

# FUTURE



WHAT'S NEXT IN MARKETING  
BOSTON, SEPTEMBER 12-16, 2011

CREATED BY:



 /FutureMBoston

 #FutureM

**FUTUREM.ORG**  
*100% Mobile Optimized*

Curata.FutureM.org 

/FutureMBoston 

**#BeyondCM**  
**#FutureM**

**@CauseShift**  
**@ScottyHendo**

Presented by:

cause  
SHIFT



domo domo img  
international  
marketing  
group

dive in ~ do more



Justmeans  
Business. Better.™

NAKEDPIZZA®

THE CHRONICLE OF  
PHILANTHROPY

GaggleAMP

## Why are we here?

**Cause marketing isn't getting the job done.** For all the money and attention that is raised, not enough is being done to address the major challenges facing society today. Too many organizations are serving causes, not solving them.

**It's time to shift our thinking and approach.** We are bringing together a diverse group of leaders to create a new framework for how marketers, companies, non-profit groups, and government can better engage and encourage the public to solve social issues.

# Money is off the table

This is not about fundraising

## How do we get there?

**We need to get people talking and thinking and generating new ideas.** We must look at how companies, nonprofits, governments, media, individuals, etc. can work together in completely new and different ways to engage communities (and vice versa) in addressing serious issues in meaningful, measurable ways.

**It's time to go big, or go home.**

Changing the color of the ribbon isn't enough.

**Focus on One Thing you can do now**

The journey of a 1,000 miles starts with one step.

# **BEYOND** **cause marketing**

**What is the One Thing organizations need to:**

- ▶ **STOP** doing?
- ▶ **FOCUS** on doing more?

# Conversation Gauntlet

**Brian Reich (@BrianReich) is author of *Shift + Reset* and SVP - Global Editor at Edelman**, the leading independent global PR firm.

Having conceived and launch multiple digital campaigns, Brian thinks most organizations are focused on the wrong things. Despite his skepticism, he is optimistic about the world's future.

Read more at <http://www.edelman.com> and <http://www.shiftandreset.com>

**Robbie Vitrano (@robbievitrano) is co-founder and brand architect of Naked Pizza,** the food company committed to disrupting the fast food/pizza industry by bringing healthier pizza to people around the world.

As the founder of Trumpet Group, Robbie has been instrumental in the revival and rebuilding of beloved New Orleans. He understands the need to balance private and public gain while encouraging competitors to collaborate.

Read more at <http://www.nakedpizza.biz>

**Kyle Klatt (@KyleKGroupon) is manager of development for the G-Team,** Groupon's philanthropic arm that uses the power of collective action to address local community issues

Kyle's passion for volunteerism isn't a recent phenomenon. His philanthropic pursuits began at age 13 as a volunteer camp counselor and continue today for the Human Rights Campaign and various HIV/AIDS organizations.

Read more at <http://www.groupon.com/g-team>

**Adam Archer (@GamesThatGive) is co-founder of Games That Give and general manager of Vitruve**, an online platform that helps brands, marketers and agencies maximize their social community engagement.

Read more at <http://www.gamesthatgive.net> and <http://www.vitruve.com>

**Becca Colbaugh (@Becca\_Colbaugh) is vice president at JESSE3**, a creative agency specializing in visual storytelling.

With an extensive background in cause campaigns, Becca helps make sure the trains run on time. Prior to JESS3, she was director of media for the Institute for Economic Empowerment of Women and a senior producer for The McLaughlin Group.

Read more at <http://www.JESS3.com>

**Steven Howard (@stmhoward) is an advanced analytics expert,** specializing in using data to drive consumer behavior.

As the practice leader of a team of data experts across the country, Steven helps clients develop predictive models of consumer and business customer behavior and engagement.

**Caleb Barlow (@calebbarlow) is director of Unified Communications & Collaboration for IBM,** the global solutions company.

As a task force member of the United Nations 7 Billion Actions initiative, Caleb organized the UN Hack Day as part of the company's 100th Anniversary Celebration. that included experts from NGOs and other companies.

Learn more at <http://www.blogtalkradio.com/unifiedcommunications> and <http://www.7billionactions.org>

# Breakout Team Session

# One Thing: Visual Storytelling

- ▶ State your purpose in 8 words or less and use that 1 statement for 7 days
- ▶ Measure/reflect on responses to the statement
- ▶ Iterate as needed to meet your engagement objective

# One Thing: Hackathon

- ▶ Define your objectives
- ▶ Engage developers in a way that taps their passions
- ▶ Give them access to key organizational leaders
- ▶ Get out of the way and let them develop

# One Thing: Mobile/LBS

- ▶ Understand these are tools
- ▶ Tools are only as good as organization's passion
- ▶ Let the passion flow through the tools

# One Thing: Transmedia (Multi-channel Stories)

- ▶ Understand your cause's unique relevance
- ▶ Understand your target audience
- ▶ Drive your story to enable precise, effective actions

# One Thing: Public/Private Alliances

- ▶ Establish a social contract
- ▶ Convene competitors to give them the space to collaborate
- ▶ Define measurable goals
- ▶ Take an agile approach

# One Thing: Gaming

- ▶ Understand your goals
- ▶ Align with an appropriate partner
- ▶ Deliver a meaningful experience
- ▶ Measure impact
- ▶ Start experimenting, don't wait

**What's missing from  
today's conversation?**

# Continue the Conversation

<http://on.fb.me/BeyondCMGroup>

<http://www.sandboxsessions.com>

# Final Thoughts



**Free 30-Day Trial**

**Send email to [rcaldwell@gabacus.com](mailto:rcaldwell@gabacus.com)  
Use "Beyond CM - Steven Howard" in the subject line**

## A big thanks to our sponsors:

**cause**  
**SHIFT**



domo domo img  
international  
marketing  
group

dive in ~ do more



**Justmeans**  
Business. Better.™

**NAKEDPIZZA®**

THE CHRONICLE OF  
**PHILANTHROPY**

**GaggleAMP**

# Thank you!

<http://www.causeshift.com>