

When restaurants succeed, we succeed.

Join us as a cause marketing partner

1. What is cause marketing?

It's a win-win for you AND your customers!

Your customers aren't just hungry for great food—they're hungry for a good cause, too. That's because 80 percent of consumers believe that businesses should give back to their communities. People want to spend their money with companies that care about bettering the world—and helping to solve problems.

3. How does cause marketing work?



PERCENT OF SALE
donate a percent of sales of an item to Restaurants Care

example: for every sauce sold, the food manufacturer will donate a percentage of the sales



PORTION OF A CASE/PACK
donate a dollar amount to Restaurants Care

example: for every case sold, \$1 will be donated



PROMOTION
connect the Restaurants Care donation with a special event

example: during CA Wine Month, a percent of every bottle sold of X wine will be donated

2. What is Restaurants Care®?

It's a program of the CRA Foundation that provides financial support to restaurant employees facing an unforeseen hardship.

4. Why should I do it?

Gain a competitive edge that benefits you, your suppliers and your guests.



RESTAURANTS
You gain engaged guests & help employees in need.



SALES PEOPLE
It's a conversation starter & unique purpose-driven marketing option.



VENDORS
Gives you a competitive edge with a positive impact on the industry.



EVERYONE
plenty of social media promotion opportunities for everyone!

Use #RestaurantsCare on Instagram and @RestaurantsCare on Facebook



Powered by the CRA Foundation
CALRESTFOUNDATION.ORG

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