

## Cause Marketing: Tiers and Benefits

Thank you for your interest in supporting the Child Mind Institute's critical efforts through cause marketing. Cause marketing campaigns showcase your commitment to children's mental health while raising essential funds that support children when and where they need it most.

The Child Mind Institute offers a variety of benefits to cause marketers. Each tier is comprehensive and includes all benefits listed in previous levels.

### Cause Marketers of Any Level

- Child Mind Institute mission statement, brief blurb, and mental health quick facts (these resources may be used on your website, social media, and product packaging)
- Cause marketing partner guide for sharing your support

### Annual Commitment of \$2,500+

- Use of the Child Mind Institute's logo

### Annual Commitment of \$5,000+

- One social media repost (story share on Instagram, retweet on Twitter, or post share on Facebook)
- Inclusion on [childmind.org/shop](https://childmind.org/shop)
- Appearance in annual Giving Tuesday email featuring gifts that give back

### Annual Commitment of \$10,000+

- Dedicated social media posts (3x per year) on Child Mind Institute platforms of choosing, highlighting partnership. See following page for template of social tile to be used.

### Annual Commitment of \$25,000+

- Appearances (12x per year) in our monthly Child Mind Institute Updates newsletter (viewed by up to 360,000 individuals digitally)
- Virtual lunch-and-learn for employees, led by a Child Mind Institute clinician

### Annual Commitment of \$50,000+

- Blog post on [childmind.org](https://childmind.org)
- Instagram Live conversation between a Child Mind Institute clinician and a representative from your team (hosted by your organization)

### Annual Commitment of \$100,000+

- Recognition in our annual benefit and company tickets
- Virtual fireside chat for employees, featuring Child Mind Institute President and Founder, Harold S. Koplewicz, MD

Sign up for our newsletter at [childmind.org](https://childmind.org) to learn more about our groundbreaking research and public education initiatives.

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A signed commercial co-venture agreement is required for levels of \$2,500+.

We recommend cause marketers donate proceeds on a quarterly basis. You may also make payments on a monthly, semi-annual, or annual schedule.

You may tag the Child Mind Institute on social media at the handles below.

- [facebook.com/childmindinstitute](https://www.facebook.com/childmindinstitute)
- Instagram @ChildMindInstitute
- Twitter @ChildMindInst

We ask that you allow us to review any Child Mind Institute content used on your website.

If you are interested in a cause marketing relationship, please notify Whitney Shephard, Institutional Giving Officer, at [whitney.shephard@childmind.org](mailto:whitney.shephard@childmind.org) or (646) 625-4273.

### Social Tile Templates for Annual Contributions of \$10,000+

You may select your preferred designs for three tiles to be shared on the Child Mind Institute's social media over the course of the year. We ask that you supply a high-resolution logo for incorporation into the design.



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