

## Cause Marketing - US - August 2018

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"As Americans express frustration in government institutions' ability to take action quickly, citizens are increasingly turning to charitable organizations to facilitate aid for those in need. This creates an environment in which corporations can use their cause marketing initiatives to build affinity with a consumer base that has a predilection for charitable support."

**- Mike Gallinari, Travel & Leisure Analyst**

This report looks at the following areas:

- Consumers have high expectations of companies
- Three quarters of Americans donate to charitable causes
- Americans vary in their preferred cause

Charitable giving across all sources hit an all-time high in 2017, continuing a trend of rising philanthropy. Along with rising donations come rising expectations of companies to give back to society through, among other things, charitable support. Fortunately for corporations, consumers are supportive of a wide swath of causes, and are not as resistant to companies supporting controversial causes as conventional wisdom may suggest. Consumers are more likely to reward companies that take stances they agree with than they are to boycott ones they disagree with. The emerging iGeneration is particularly sensitive to social awareness and will be a key demographic to consider in future cause marketing efforts.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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