

# Global Water

## “Give a Dime” Campaign Concept Paper

### Introduction

Cause Marketing refers to a particular marketing campaign involving the cooperative efforts of a "for profit" business and a non-profit organization for mutual benefit. Successful Cause Marketing campaigns result in consumers supporting important humanitarian and health research causes while businesses benefit from facilitating the process. A variety of retailers have supported causes such as AIDS treatment and breast cancer research that has helped to bring these causes to the conscience of consumers. With knowledge that support for this type of collaboration between business and social causes exists, we hope to bring the Global Water Crisis to the forefront of charitable issues.

---

### Concept

When a sale is made, customers are asked if they would like to give a dime to help bring clean water to developing countries. If the customer agrees, then ten cents is added to their bill and that amount is placed in the Retailer's internal fund for eventual donation to Global Water.

Global Water will provide point-of-sale media in the form of photos, text descriptions of projects, video of projects, etc. to accommodate the needs of your company. We have some of the best photos and descriptions of projects available today compared to all other water-oriented non-profit organizations.

---

### Global Water

Global Water is an international humanitarian non-profit organization focused on providing safe water supplies, sanitation facilities and related health programs for rural villagers in developing countries. The organization was founded in 1982 as a 501(c)(3) non-profit volunteer-based organization. Money donated goes directly into water projects implemented by local non-governmental organization (NGO) partners in the developing countries themselves.

The Global Water philosophy is that lack of safe water and proper sanitation facilities are typically the most significant problems affecting rural populations of developing nations. Specifically, the lack of safe drinking water and lack of access to sanitation facilities are the root causes of disease, hunger and poverty throughout the developing world today.



Global Water typically targets rural areas without electricity, where local water sources are either contaminated, insufficient or non-existent. In these areas, water that *is* available is often found only in remote locations, so that villagers must spend significant time laboring back and forth on foot transporting water to their homes, often several times a day.

Global Water's projects have an immediate life-changing impact, particularly on women and children, who most often have the responsibility of collecting water for the family everyday of their lives. Successful Global Water projects utilize water and sanitation as a tool to create sustainable socioeconomic development in these poor rural communities.

---

## Benefits to Retailer

Tax-deductible donations to your company's benefit are paid by your customers. Global Water is a 501(c)(3) non-profit organization so your donation will provide a tax deduction to your company.

Point-of-sale and website information describing projects (in form of photos, text and video) will be provided by Global Water suitable for use for your advertising purposes and press releases. Cause marketing can positively differentiate a company from their competitors by providing an edge that delivers tangible benefits that include:

- Increased sales
- Increased visibility
- Increased customer loyalty
- Enhanced company image
- Positive media coverage



By partnering with Global Water, you will be able to tell your customers that your company is helping to address the most fundamental problems affecting populations of developing nations - the lack of access to safe drinking water and sanitation facilities.

Likewise, project information can be used to inform employees that your company is community-minded and willing to give back to the world in a very important way. This has shown to be a great way to increase employee satisfaction and retention, and to attract new employees.

---

## Contact Information

If interested in learning more about the Global Water "Give a Dime" Campaign, please contact us:

**T. A. Kuepper, REM**

**Executive Director**

Global Water Program Management Office

3600 S. Harbor Blvd. #514

Oxnard, CA 93035

Phone: 805.985.3057

Fax: 805.985.3688

Email: [info@globalwater.org](mailto:info@globalwater.org)

Website: [www.globalwater.org](http://www.globalwater.org)

