



Affinities (cause related marketing)



If you would like to make a donation for every product sold, for example Whitby Gin donating £1 per bottle of Navy Strength gin sold, it's easy. An affinity is an easy way to show customers you are committed to protecting wildlife, wild places and the environment. In fact, 88% of consumers want brands to help them live a more sustainable lifestyle. Here are a few options to get you started:

1. In aid of fundraising: this option is for anyone who wishes to make a donation-per-sale to the Trust. We will provide advice on meeting fundraising regulations and would be delighted to show our appreciation by sending you a complimentary copy of our magazine each quarter. You may also quote information from our website to inform your customers about the Trust, however (for tax reasons) businesses are not able to use our logo in these instances.

2. Affinity/cause related marketing: this is a more formal agreement and as such is subject to higher level of fundraising regulation. We would draw up and sign a bespoke agreement between the two parties and this would include how and when our logo can be used, approved statements that must be used whenever the goods are sold, the frequency and type of donation (including VAT), what publicity we will publish in support of your business (for example social media posts, articles in our magazine) and such. For such agreements and to use our logo there is a minimum fundraising value of £500(+VAT) per annum for various reasons including VAT implications.

3. Affinity and membership: if your business chose to become a business member of the Trust, we are able to waive the minimum fundraising requirement.

Each agreement is bespoke, we will work with you to create a partnership that fulfils your business objectives and suits your products. Contact fundraising@ywt.org.uk to find out more.

