






FIVE MOST ACTIVE CATEGORIES IN CAUSE PARTNERSHIPS

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| 01 | <p>RETAIL</p> <p>4.1X more likely to sponsor cause-related initiatives than any other industry.²</p> | <p>BIG IDEAS FOR PARTNERSHIPS</p>  <ol style="list-style-type: none"> 1. Create In-Retail Experiences 2. Create Out-of-Retail Experiences 3. Be Prepared With Payment Infrastructure 4. Timing is Everything 5. Retailers Can Do More Than POS Fundraising |
| 02 | <p>TECH</p> <p>2.8X more likely to sponsor cause-related initiatives than any other industry.²</p> | <p>BIG IDEAS FOR PARTNERSHIPS</p>  <ol style="list-style-type: none"> 1. Invest in Innovation 2. Solution-Based Partnerships 3. Create Mission Experiences with XR 4. Leverage Cryptocurrency 5. Consider Experts as Assets |
| 03 | <p>PROF. SERVICES</p> <p>2.6X more likely to sponsor cause-related initiatives than any other industry.²</p> | <p>BIG IDEAS FOR PARTNERSHIPS</p>  <ol style="list-style-type: none"> 1. Partner with Automated Services 2. Employee Engagement Is Critical 3. Expert Content Amplification 4. Community Engagement Events 5. Use Digital Marketplaces for Prospecting |
| 04 | <p>PHARMACEUTICAL</p> <p>2.5X more likely to sponsor cause-related initiatives than any other industry.²</p> | <p>BIG IDEAS FOR PARTNERSHIPS</p>  <ol style="list-style-type: none"> 1. Create An Advisory Board 2. Customize Guidelines 3. Offer Specialized Set of Assets 4. Employee Options for Diversification 5. Prove Your Track Record |
| 05 | <p>BANKING</p> <p>2.4X more likely to sponsor cause-related initiatives than any other industry.²</p> | <p>BIG IDEAS FOR PARTNERSHIPS</p>  <ol style="list-style-type: none"> 1. Help Banks Be Metric-Driven 2. Think Differently 3. New Brands for Partnership 4. Enable Deeper Consumer Engagement 5. Keep Your Finger On the Pulse |