



**Mining gems of marketing
inspiration and best practices**

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DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION

Non-Profit Special Interest Group

Luncheon Discussion & Presentation – Turning the Package Pink Just Won't Do: Lessons from the Evolution of Cause Marketing in the Breast Cancer Movement

Cause marketing continues to be a favored strategy for non-profit organizations to fundraise and build brand awareness. However, as corporate marketing dollars become scarce and the bar for ROI increases the pool of available partners diminishes. In order to be successful, non-profits must understand how to work with their partners to create campaigns that go beyond the purchase creating unique connections between the consumer, the brand and the cause.



**Katrina McGhee, Vice President, Global Partnerships,
Susan G. Komen for the Cure**

As vice president of global partnerships for Susan G. Komen for the Cure®, Katrina McGhee oversees the organization's cause marketing programs and corporate sponsorships in addition to leading and developing global efforts to engage new audiences with the organization. She provides strategic direction for more than 200 corporate relationships currently in the Komen for the Cure portfolio and enjoys sharing her knowledge with others by serving as a speaker for national organizations such as the Promotions Marketing Association, Cause Marketing Forum and the Event and Arena Marketers Association.

Friday, April 24, 2009, 11:30 AM - 1:00 PM
Center for Community Cooperation, 2900 Live Oak, Dallas TX 75204
Preregistration: \$15.00 for Members, \$20.00 Non-Members
Cash/checks only at the door: \$20.00 for Members, \$25.00 Non-Members
Lunch will be provided by Paradise Bakery & Café

To RSVP, please visit <http://www.dfwama.com>, under the Events link.



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