



A Community Ambassador is a person or organization not directly affiliated with the Pancreatic Cancer Action Network who fundraises through various channels to benefit the Pancreatic Cancer Action Network. In regards to Cause Marketing, the organization needs to follow the IRS guidelines and the Better Business Bureau’s Wise Giving Alliance standards, which are two governing bodies overseeing these types of relationships. The most important thing is transparency. Participating companies need to be explicitly clear to the customer exactly how much of their purchase price is being donated to the organization. These guidelines below are intended to provide you with a better understanding of our Community Ambassador cause marketing campaign procedures.

WE DO:	WE DO NOT:
<ul style="list-style-type: none"> <li>Once approved, the Pancreatic Cancer Action Network <b>will authorize</b> the company to use the Pancreatic Cancer Action Network’s name and the Community Ambassador logo to promote the campaign.</li> </ul>	<ul style="list-style-type: none"> <li>Allow any promotional materials that <b>do not</b> clearly disclose the specific percentage or amount of proceeds from product being donated to the organization.</li> <li>We <b>do not</b> associate with any products or companies that promote tobacco smoking, gambling, alcohol, dangerous products, adult entertainment, political views, or multi-level marketing.</li> </ul>
<ul style="list-style-type: none"> <li>We <b>will send</b> information about pancreatic cancer and our organization.               <ul style="list-style-type: none"> <li>We will also send purple ribbons upon request.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>“<b>Sell</b>,” “<b>promote</b>” or “<b>endorse</b>” any outside business or product in any fashion.</li> </ul>
<ul style="list-style-type: none"> <li>We <b>will include</b> the campaign and the company’s logo on the Community Ambassador section of pancan.org.</li> <li>We <b>will monitor</b> the campaign to ensure it is conducted in a professional manner benefiting the parties’ respective public images.</li> </ul>	<ul style="list-style-type: none"> <li><b>Share</b> mailing list of donors.</li> <li>Approve of campaigns that <b>do not</b> complement the mission, image and core values of the Pancreatic Cancer Action Network.</li> </ul>

To begin the cause marketing campaign process, complete the application and fax it to 310-725-0029 or e-mail it to [communityambassador@pancan.org](mailto:communityambassador@pancan.org).