

*As big companies become more inept at social responsibility, and consumers become more aware of cause-based efforts, small businesses must align their events and marketing to reflect community and non-profit partnerships. This is a look at how food trucks can support the food non-profit community.*

### Why Event Production + Cause Marketing?

Some 93% of the world's largest 250 companies now publish annual corporate responsibility reports, and fifty-five percent of global online consumers across 60 countries say they are willing to pay more for products and services provided by companies that are committed to positive social and environmental impact, according to a new study by Nielsen.

*Do well while you do good. It's a key small business trend worth exploring!*  
Brian Erickson

### Feel-Good Components of Events + Affecting Social Change

According to Edelman's annual good purpose study, "when quality and price of a product are deemed equal, social purpose has consistently been the leading purchase trigger for global consumers since 2008, design and innovation and brand loyalty aside. Over those years, the

relevance of purpose as a purchase factor has risen 26% globally, and 47% of consumers have bought a brand at least monthly that supports a cause."

When you combine these elements, you create synergy with the vendors, the customers, the non-profit organization, and the community at large.



### Purpose is Trending

Connecting to a purpose is mission-critical for businesses, large and small.

Consumers are more aware now than at any other time in history, and are spend their dollars with companies they feel are socially

responsible.

- 93% of companies focus on social responsibility
- Purpose-purchasing up 26% globally
- Multi-company efforts growing

**47%**

The percentage of consumers who purchase at least one product monthly that supports a cause.



### Impact-Focused Alliances

While the 1-company + 1-nonprofit partnership structure is alive and well, the emergence of wider strategic alliances is a big trend. To create lasting, quantifiable social impact, prospective partners are inviting more players to the solutions table to attack an issue from all sides. Programs like Trucklandia knit a vertical community of small business owners together, namely food trucks, while sharing the bounty with resource-hungry non-profits in the food category.

### Conclusion

*Producing an event can have thousands, if not millions of running parts and pieces. From front-end marketing to back-end administration, being **cause-driven** infuses each one of these activities with purpose. As a business owner, when you take components of a non-profit organization and add social responsibility to the bottom line of a for-profit endeavor, you don't just create an event, you create a movement.*

### About the Author:



Brian Erickson, business coach & former restaurateur, Brian founded [Texas Trucklandia Fest](#) in 2013, which is an annual \$10,000 food truck taste-off between Austin's top mobile chefs. He continues to invest in the local food truck community through the creation of non-profit events like [Fed Truck Friday](#), partnerships with [Keep Austin Fed](#), and is a founding member of the Austin Food Trailer Chamber of Commerce. He can be reached at [Brian@Trucklandia.com](mailto:Brian@Trucklandia.com)

### Footnotes:

<http://www.forbes.com/sites/davidhessekiel/2014/12/08/the-top-5-cause-marketing-trends-of-2014/#f05f2563f409>

<http://www.forbes.com/sites/chicceo/2012/10/15/cause-marketing-and-the-effects/#16e057584750>

[http://www.oecdobserver.org/news/fullstory.php/aid/4369/Corporate\\_Social\\_Responsibility:\\_Emerging\\_good\\_practice\\_for\\_a\\_new\\_era.html](http://www.oecdobserver.org/news/fullstory.php/aid/4369/Corporate_Social_Responsibility:_Emerging_good_practice_for_a_new_era.html)

<http://www.nielsen.com/us/en/press-room/2014/global-consumers-are-willing-to-put-their-money-where-their-heart-is.html>

