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| Logo  Description automatically generated |  | Program foundation  Program Foundation Activity #9 |

# Diagram Description automatically generatedCONNECTING WITH A CAUSE

While one of your program’s goals might be to generate a profit, you might also consider partnering with a charity for your event or events. With skilled marketers, creative promotions and dedicated staff (that’s YOU, students!), your event could help raise money and awareness for a worthy cause.

**Step 1: In the space below, list all the advantages and disadvantages to partnering with a charity or specific cause for your next event.**

Advantages: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Disadvantages: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Step 2: In the space below, create a list of potential cause-related partners that you might consider for your next event.**

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**Step 3: In the space below, describe which charity or related cause you plan to partner with for your next event and why. Explain how your event will benefit the cause. If you decided not to partner with a cause, you may skip this step.**

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