**Cause Related Marketing Activity**

In this assignment, you are to research a Cause Related Marketing initiative currently being implemented by your chosen global hospitality company. Please do not use an initiative that we have already discussed in the Module. Research and find your one if you can from your company. If you don’t find one, look at your competitors and borrow theirs. Then, complete the following worksheet. **Save the file as CRM Assignment \_ Last Name \_ First Name. Save the file as a .doc or .docx file only.** Once you are done, submit the assignment via the link in Canvas. Everything must be submitted by Sunday at 11:59PM EST/EDT. ***DON’T FORGET YOU CAN USE THIS FOR YOUR CSR PLAN IF YOU LIKE!***

Describe the initiative in detail and be sure to mention which of the 6 types of product links or contribution agreements you feel makes it a “cause-related marketing (CRM) initiative” (see pg. 83 of the text).

Using information from the textbook, discuss the corporate benefits, concerns, and keys to success of this initiative.

Put yourself in the shoes of a CSR executive for your chosen hospitality company. Explain why this initiative was considered and implemented by the company.