

## **Cause-Related Marketing Goes Global - Free Business Directory Launch**

*JointWinWin.com, a free business directory focused on cause-related marketing officially launched. Businesses donating 0.8% or more of their gross revenue to charity every year qualify for unlimited website listings. A simple way for business to exercise corporate social responsibility, each listing also contains a special offer for consumers.*  
<http://JointWinWin.com>

July 28, 2008 (FPRC) --

Free Cause Related Marketing (CRM) Business Directory JointWinWin.com officially launched today. Businesses donating 0.8% or more of gross revenue to legitimate charities of their choice qualify for unlimited website listings.

Each website listing also provides a special offer for consumers giving opportunities for deals and bargains in over 30,000 business categories to start with.

Studies conducted over the last 2 decades have shown consumers more likely to buy from one company over another if they are aligned with a good cause. CRM and Corporate Social Responsibility initiatives are increasing as part of the marketing mix of companies across the globe.

Open to businesses of all sizes, JointWinWin originated from the idea of making a charitable donation an integral part of a commercial transaction.

A minimum 0.8% donation to charity sprang forth from a stalled 1970 General Assembly resolution to donate 0.7% of gross national product to developing countries. By taking a bottom-up approach, JointWinWin hopes to succeed and make a difference where the top-down political approach has failed.

"It's a no-brainer - a free CRM marketing strategy, providing valuable SEO backlinks and an extra sales channel. Customers want to buy from companies with good business ethics.

For example, Coca Cola increased sales by 490% in one CRM initiative.

Why else would the likes of American Express, Coca-Cola, McDonalds and thousands of others engage in cause-related marketing? Because it's good for business.

The gauntlet has been thrown down to all businesses. This is a way to make a difference, increase sales and help others less fortunate. It's free, there's no excuse" said Tom O'Brien, JointWinWin co-founder.

Although not a charity itself, the message and meaning of philanthropy behind JointWinWin is clear: Business giving back is good for business.

Upon launch, a total of \$5902.28 has been raised for charity by parent company Viable New Technologies with a goal of having raised \$1Million dollars by the end of 2008 with other JointWinWin businesses.

**Contact Information**

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**Keywords**

[cause related marketing](#)

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[make a difference](#)

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