



## PODCAST: Cause Marketing: Do's and Don'ts

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Has your business thought about partnering with a charity for a sales campaign? Are you involved with a charity that has questioned how to increase awareness and donations?

Join Rob Van Arnam and Amber Duncan for a ten-minute overview of cause marketing, including complying with a myriad of federal and state laws governing sales partnerships between for-profit business and charities.

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### Related People

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