

Spotlight on Charitable Campaigns

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The COVID-19 pandemic has given all of us renewed interest in our communities and giving back to them. Similarly, many companies are teaming up with charitable organizations to support efforts related to COVID-19 through cause marketing campaigns. Cause marketing campaigns can trigger various state laws, like those governing “[commercial co-ventures](#),” particularly when they involve a consumer purchase.

Below are a few resources for companies looking to enter into new commercial co-ventures or rekindle previous relationships:

- [Ad Law Access Podcast – Cause Marketing – Commercial Co-Ventures: What You Need to Know Before Getting Started](#) – Advertising and Marketing and Consumer Product Safety practice groups chair [Christie Grymes Thompson](#) covered the commercial co-venture in an episode of the [Ad Law Access Podcast](#).
- [Advertising and Privacy Law Resource Center](#)– We created a [Commercial Co-Ventures section](#) under [Advertising and Marketing Standards section](#) with checklists and information for you to use.
- Tailored CLE Session – If your company would like to go deeper on CCVs, we may be able to provide a CLE webinar session to you and your team. Please contact workshop@kelleydrye.com for more details.

