

Cause Related Marketing Standards

Operation Star & Stripes, Inc. (“the organization”) is committed to maintaining high ethical standards. In accordance, and in compliance, with the BBB 20 Standards of Charity Accountability, the organization shall at all times:

- Clearly disclose how the organization benefits from the sale of products or services (i.e., cause-related marketing) that state or imply it will benefit from such transaction.
- Such promotions shall be disclosed, at the point of solicitation (i.e., within first and all follow up announcements), and subsequent results announcement:
 - a. The actual or anticipated portion of the purchase price that will benefit the charity (e.g., 5 cents will be contributed to the organization for every xyz company product sold),
 - b. The duration of the campaign (e.g., the month of October),
 - c. Any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of \$100,000).
- Ensure each seller of such products and services clearly communicate the value of the transaction to the buyer so that the buyer may determine to what extent his / her transaction is tax deductible.

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