

Philanthropic Property Partners

Cancer has a significant impact on society in the United States and across the world. Everyone has been touched by cancer and that includes prospective customers on your site making the critical decision of where to stay and more importantly, who to rent from.

Breast Cancer Cause Home Program



91%

of consumers are MORE LIKELY to buy from a company that supports a SOCIAL CAUSE

71%

of Gen Z consumers said their impression of a brand is POSITIVELY IMPACTED by its association with a SOCIAL CAUSE.



Share your companies philanthropic focus



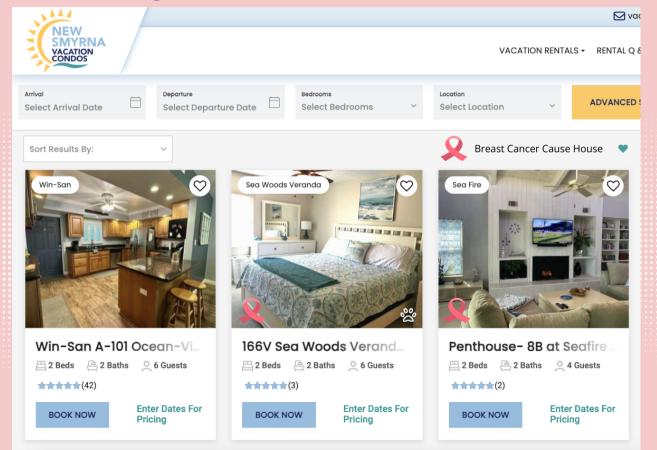


Create a new narrative to set your company apart in a competitive industry

Highlighting donor homes will increase revenue with a new generation of "cause consumers"



Integrate Cause Homes on Site



Ways to Integrate on site



- Place icon on landing picture with linked index on page
- Hover over technology that pops up property as a Cause Home
- Advanced Search or Filter with Cause Home designation
- Include a Link to Little Pink in Rental FAQ
- Include on About Us page
- Add standard program description in House Details

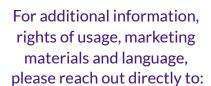
Great marketing opportunity for current and new clients

Opportunity for co-branding with real stories and photos from breast cancer families that have attended a Little Pink retreat and stayed in a Cause Home

Marketing opportunity with local TV and radio

Social media content to highlight culture of your company

You are already partnering to create amazing memories for breast cancer families. It is time to let the world know!



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