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| **Find a comprehensive listing of cause marketing case studies at:**  **Engage for Good (formerly Cause marketing Forum)**  The leading organization for cause marketing and cross-sector partnerships.  <https://engageforgood.com/> |
| |  |  | | --- | --- | | Be sure to check out their **Halo Awards**. The Halo Awards are North America’s highest honor for corporate social initiatives and cause marketing and showcase successful consumer engagement and employee engagement efforts.  <https://engageforgood.com/halo-awards/> | | | They also have an extensive, up-to-date, **Resource Center**  <https://engageforgood.com/resources/>  **Selfish Giving**: Speaker and Writer Joe Waters, leading expert on cause marketing | | [www.selfishgiving.com](http://www.selfishgiving.com/)  **Conscious Capitalism**  Improving the practice of capitalism by providing business leaders with support to run their businesses in a conscious way, fulfilling the potential of capitalism.  https://www.consciouscapitalism.org/ | |
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