Better Business Bureau and Conversation Announce “Give With Trust” Campaign

Public Service Messages Encourage Consumers to Check Charities at www.ny.give.org

New York, NY (PRWEB) December 07, 2012 -- Metro New York’s Better Business Bureau Foundation has launched a public service message campaign called the “Gift of Trust”, for radio, television, online and print media. The ads encourage the public to use the BBB’s free charity information services at ny.give.org so they can feel good about giving to their chosen charities. BBB publishes about 11,000 total charity reports online. Full-service marketing agency Conversation was responsible for the concept, script, video production, media outreach and placement.

“Holiday time is a traditional giving time, and in the wake of Superstorm Sandy, contributions for all kinds of charities are needed. We encourage people to check their charities with us before donating,” said Claire Rosenzweig, President and CEO of the Better Business Bureau. “BBB reviews and accredits charities based on 20 rigorous Standards of Charity Accountability so that consumers can give with confidence. We are thankful to Conversation for helping us share BBB charity information resources.”

The PSA campaign consists of a 30-second television spot, as well as a 30-second and 15-second radio spot, plus live radio reads, print ads and online ads.

“With budgets for many charitable programs being cut, this informed giving campaign becomes very important,” said Frank O’Brien, Founder of Conversation, who is a board member of the Metro NY BBB’s Foundation. “Not only will this serve as an awareness campaign for the Better Business Bureau’s valuable charity reports, but we hope it will also lead to generous support of accountable charities throughout the region.”

About the Education and Research Foundation of the BBB of Metropolitan New York, Inc.
Metro New York’s BBB Foundation is a 501(c)(3) nonprofit organization established in 1967. It provides educational programs and services for charities, consumers, and businesses; encourages informed consumer support of charities; promotes charity transparency and accountability; conducts research; and provides educational intern opportunities to students who are potential charity and business leaders. It operates the BBB Charity Review Program which publishes BBB reports on 786 Metro New York area charities. This charity review program does not rank charities, but rather seeks to assist donors in making informed judgments by providing objective reports based on charity performance against the 20 BBB Standards of Charity Accountability. BBB Accredited Charities meet all of the BBB’s 20 Standards, which makes them eligible to participate in the additional BBB Accredited Charity Seal program. There are currently over 400 Metro NY BBB Accredited Charities and over 250 of those are also Seal Holders. The list of Metro NY BBB Accredited Charity Seal Holders is available at www.newyork.bbb.org/charityguide. The BBB Wise Giving Alliance produces reports on over 1,300 nationally soliciting charitable organizations. Thousands of additional charity reports are available through other local BBBs; there are over 10,000 national and local BBB charity reports in all. The outcomes of local and national BBB charity reviews are available online at www.ny.give.org and www.give.org.

About Conversation
Conversation embodies the best components of traditional, new and emerging agencies. The agency is defined
by its ability to view and evolve campaigns holistically. Conversation provides clients with custom solutions –
everything from strategy and creative to development and execution. They boast a strong client list, which
includes dressbarn, North Shore-LIJ Health System, Hearst Communications, L’Oreal and SVEDKA.
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