

Cause Sponsorship Program



Leverage Your Sponsors' Support

Cause sponsorship allows your sponsors to multiply the impact of funds they have committed to your organization while simultaneously gaining public recognition for that commitment. By sponsoring one or more causes benefiting your organization, a company, foundation, or celebrity can help activate thousands of new supporters and donors in support of your mission.

How it Works

Cause sponsors provide matching grants (typically ranging from \$10,000 to \$500,000 per cause) that incentivize cause members to recruit new supporters, fundraise, or contribute to another one of your measurable goals, such as event registration. Sponsored causes provide a customized user experience (e.g. campaign-branded join, invite, and donation flows) and dramatically extend the reach of your campaign by combining viral messaging tools with an incentive for deeper user participation.



Mock-up of a matching grant offer, which is displayed in the center of the cause page.

Case Study: Ben & Jerry's and Common Cause

- On January 5, 2009, Ben and Jerry's launched the "Yes PeCan!" campaign with Common Cause, a DC-based nonprofit that works for accountability in government.
- \$10,000 matching grant:
 - \$1 to Common Cause for every new member
 - \$1 to Common Cause for every dollar donated
- Within 72 hours, Common Cause's cause grew from 1,200 members to 15,000 members, exhausting the grant.
- By Inauguration Day (Jan. 20th), the cause had reached 20,000 members and raised over \$11,000.



To learn more about the program, contact Matthew Mahan at matt@causes.com or 831-262-7526.