



**Fundraising on Causes**  
**May 19, 2010**

Sarah Koch  
Nonprofit Coordinator  
Causes

# Get Your Community Ready

## 1. Grow Your Membership

- Membership Drives
- Contests for the Top Recruiter
- Send bulletins asking members to recruit their friends

## 2. Educate Them About You!

Top Recruiters - All Time		<a href="#">See All</a>
	<b>1. Jessica Tibbs</b>	<b>375 recruits</b>
	<b>2. Stacia Cosner</b>	<b>238 recruits</b>
	<b>3. Kelly Christie</b>	<b>213 recruits</b>
	<b>4. Josh Jones</b>	<b>168 recruits</b>
	<b>5. Micah Daigle</b>	<b>146 recruits</b>

**Call to Action:** Required



This will be attached to the message you send to your cause members. Select the action from the list below that you would like members to take after reading your bulletin.


<b>Action:</b>	<input type="radio"/> I Read This	(Default) Members will click to say that they've read this bulletin.
	<input checked="" type="radio"/> Invite Friends	Members will be asked to invite their friends to the cause and post it to their Facebook profile.
	<input type="radio"/> Donate	Members will be asked to donate the cause's fundraising project.
	<input type="radio"/> View Media	Members will be asked to view media posted to the cause.
	<input type="radio"/> Sign a Petition	Members will be asked to sign your cause's current petition.

**Preview:** Spread the word. Every invitation counts:

[Invite Friends](#)

185,751 members • \$342,479 raised

[Home](#) [About](#) [Members](#) [Impact](#) [Admin Center](#) | [My Impact](#) | 0  \$10  \$0

 **Take the Pledge:** Invite 100 friends to The Nature Conservancy. We will send a notification every morning when you can send more invitations.

[Take the Pledge](#)

Or, invite specific friends...

Select Friends: Limit: 60 per day (Why?)

Start Typing a Name

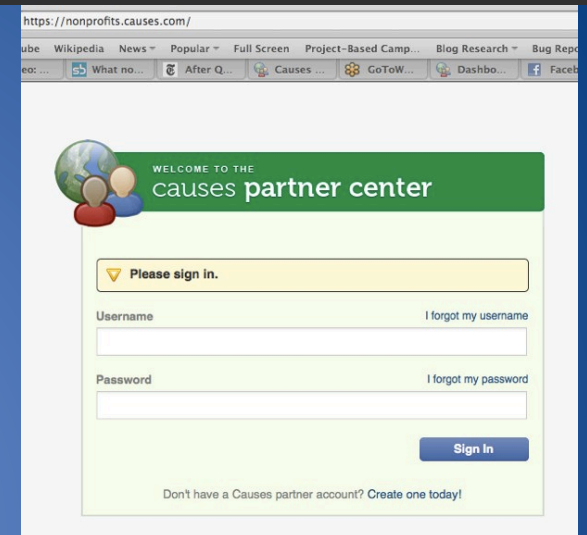
- Sunny Lee' Li Hong
- Aaron Banks
- Aaron Barth
- Aaron Chadbourne
- Aaron Mihaly
- Aaron Sellers
- Aaron Sholl
- Aaron Tanaka
- Aaron Voloj Dessauer
- Aaron Williams
- Aarti Jerath
- Abbie Davies
- Abby Fee
- Abe Goldman
- Abigail Joseph

0 friends selected [Send Cause Invitation](#)

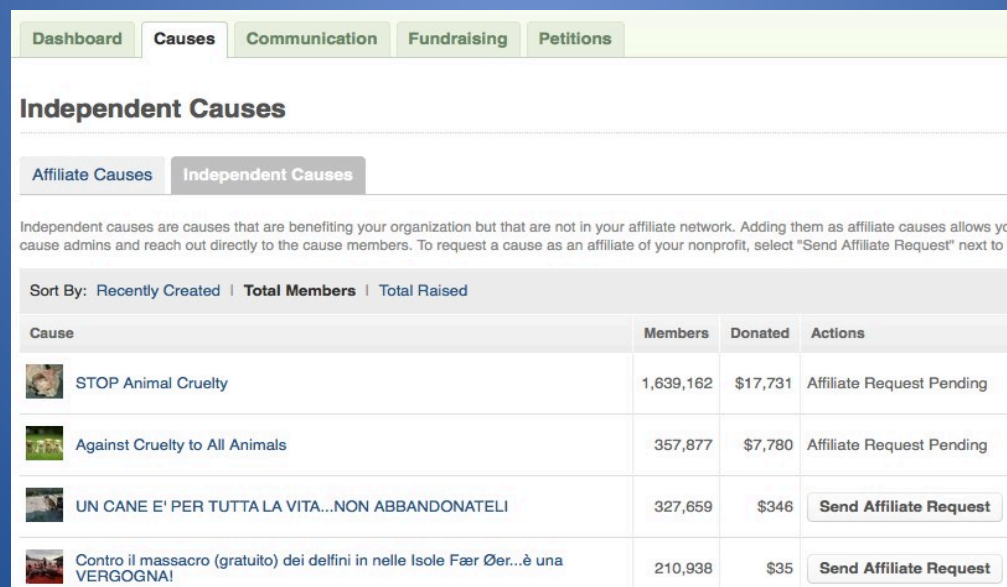
Friends Already in the Cause:  
Christopher Chan, Dave Morin, Joe Green, Praveen Kathpal, Susan Gordon, Eric L. Ding, Michael Staton, Jason Beckerman, Qui Diaz, Joey Mornin, Gretchen Dorsey Littlefield, Michel Weksler, Senovio Shish, Stephen Youmans, Christopher Miglino, and Zachary Liscow

# Affiliate with Every Cause that Benefits Your Nonprofit





- Go to your Nonprofit Partner Center:  
<http://nonprofits.causes.com>
- Click on the “Causes” Tab
- Click “Independent Causes”
- Click “Send Affiliate Request”



The screenshot shows the 'causes partner center' sign-in page. It features a green header with a globe icon and the text 'WELCOME TO THE causes partner center'. Below the header is a yellow box with a dropdown arrow and the text 'Please sign in.'. There are two input fields: 'Username' and 'Password', each with a 'I forgot my...' link. A blue 'Sign In' button is located below the password field. At the bottom, there is a link: 'Don't have a Causes partner account? Create one today!'.



The screenshot shows the 'Independent Causes' section of the partner center dashboard. It has a navigation bar with tabs for 'Dashboard', 'Causes', 'Communication', 'Fundraising', and 'Petitions'. Below the navigation bar is a sub-navigation bar with 'Affiliate Causes' and 'Independent Causes' tabs. A paragraph explains that independent causes are those benefiting the organization but not in the affiliate network, and that users can request to add them as affiliates. Below this is a table with columns for 'Cause', 'Members', 'Donated', and 'Actions'. The table lists four causes, with the last two having 'Send Affiliate Request' buttons.

Cause	Members	Donated	Actions
 STOP Animal Cruelty	1,639,162	\$17,731	Affiliate Request Pending
 Against Cruelty to All Animals	357,877	\$7,780	Affiliate Request Pending
 UN CANE E' PER TUTTA LA VITA...NON ABBANDONATELI	327,659	\$346	<a href="#">Send Affiliate Request</a>
 Contro il massacro (gratuito) dei delfini in nelle Isole Fær Øer...è una VERGOGNA!	210,938	\$35	<a href="#">Send Affiliate Request</a>

# Create an Impactful Campaign

## Fundraising for the sake of fundraising vs. fundraising to achieve something

**Fundraising Project** 11 days left [Donate](#)

### Send Children Who Have Autism to Camp this Summer!

Your donation goes to fund this project organized by: **AUTISM SPEAKS INC.**, a 501(c)(3) nonprofit

**Deadline:** May 31

Thanks to a generous donation from the Baker family, Autism Speaks has launched the new Autism Speaks Baker Summer Camp Scholarship Program that will provide eligible camps with funding to offer scholarships to campers with autism.

"Camp is a valuable therapeutic and recreational experience for children and young adults with autism, while providing respite for parents and siblings," said Lisa Goring, Autism Speaks director of Family Services. "By removing a significant financial barrier for families, the Autism Speaks Baker Summer Camp Scholarship Program will allow more young people with autism to grow and develop through camp participation."



**Project Cost: \$10,000**

188% -  
75% -  
58% -  
25% -

**\$7,169 raised by 50 causes**

**Fundraising Project** 11 days left [Donate](#)

### Shoes for School Girls!

Your donation goes to fund this project organized by: **CAMFED USA FOUNDATION**, a 501(c)(3) nonprofit

**Deadline:** May 31

In the rural district of Chikomba East in Zimbabwe, 110 girls don't have shoes to wear to high school. They walk long distances to school barefoot, over rocky uneven surfaces.

Mercy Mahaci, a volunteer member of the Mother Support Group at one of the schools in the district, says, "It tears my heart to think the cold season is creeping in and these children's feet are not protected. It's even worse for those who travel long distances; the journey to school becomes torture—one more burden for them to bear."

\$25 will provide a study pair of shoes for a girl in Zimbabwe - a huge impact for your gift, and a cost that is prohibitively expensive for many parents who work as subsistence farmers and struggle to feed their families.

With your help, we can provide a new pair of shoes to each of these girls. "Going to school is supposed to be enjoyable, something to look forward to," says Mercy. "Giving these girls shoes will help them so much in school."

Thank you for your support!



**110 girls don't have shoes to walk to high school.**

**Your gift of \$25 can change that.**

**Project Cost: \$2,750**

188% -  
75% -  
58% -  
25% -

**\$1,575 raised by 4 causes**

# What Makes a Good Fundraising Campaign

- Specific
- Urgent (deadline)
- Tangible Impact
- Available Media – video and photos of need and impact
- Cost is the true cost of the project – breakdown of the price?

**Educate Girls in Africa. Fight Poverty and HIV.**  
Camfed works to break the cycle of poverty and disease in Africa by educating 645,400 children to date.  
[Learn More](#)

**Camfed** 502,698 members • \$145,201 raised  
[Invite Friends](#)

Home About Members Impact Admin Center My Impact 5 50 50

**Cause Bulletin**

**Camfed** TV star Eva Longoria chooses Camfed!  
Thanks to your votes, last week we participated in the finals of the Chase Community Giving competition. This morning, the Camfed USA office received a phone call from Chase Advisory Board Member Eva Longoria, philanthropist and star of the TV show "Desperate Housewives." She personally chose Camfed to receive a special gra... [Read More](#)

Posted by CAMFED USA FOUNDATION on Jan 25 - 27 comments - [See All Bulletins](#) - [Send Another Bulletin](#)

**FUNDRAISING PROJECT** [Donate](#)

**Help us put a roof over schoolchildren's heads in Malawi!**

Your donation goes to fund this project organized by:  
CAMFED USA FOUNDATION, a 501(c)(3) nonprofit

Last month, a cyclone hit one of our partner elementary schools, Chisese Primary, in Machinga district, Malawi. It ripped tin roofs off the classroom buildings and destroyed two teachers' homes.

This crisis comes at a particularly bad time: It's the rainy season in Malawi and strong thunderstorms can occur daily.

A few days ago, District Education Manager Enock Chumachao contacted us and asked if Camfed could help rebuild the classrooms. Although the local government has started some repairs at the school, they don't have the funds or resources to fix it all.

With 930 students at the school, "we're holding classes only on days when it's not raining," Enock told me. "If rains come during a school day, kids rush home or huddle together and wait until it's over."

Without quick repairs, these children will continue to miss classes and be exposed to dangerous storms.

Will you help rebuild Chisese Primary School? Your donation will go directly to fund the materials and labor required to protect these children and make an immediate impact.

Thank you for your support!

Kristin Harrison, Camfed

**Project Cost: \$4,500**

100% -  
75% -  
50% -  
25% -


**\$1,627 raised**  
by 3 causes

# Feature the Campaign on Every Affiliate Cause



# Send Regular Bulletins about the Campaign

- Be explicit
- Include a donate Call to Action
- Tell a story
- Share media
- Use statistics
- Don't stray from the campaign



**Announcement: New Tiger Campaign Launched Today!**  
Posted by WWF (World Wildlife Fund – U.S.) at 3:59pm yesterday

Dear WWF supporters,

You are currently a member of a cause that benefits the World Wildlife Fund. Thank you for helping protect and preserve our planet!


This year, as the Chinese lunar calendar moved into the 2010 Year of the Tiger, we need your help more than ever.

**As few as 3,200 tigers live in the wild today.** Three subspecies have been driven to ~~extinction in the past century~~ alone due to illegal wildlife trade, poaching, and human conflict. That's why, starting today, we've just launched a campaign called "Help WWF Protect the Remaining 3,200 Wild Tigers, Other Species and Their Habitats." We need your support of WWF's global conservation efforts, which includes Tx2--our goal to ~~double the number~~ of wild tigers by 2022, the next Year of the Tiger. **Please donate to our campaign** today by clicking below.

Thank you for caring about wildlife!

Your friends at WWF

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**Fundraising Project: Help WWF Protect the Remaining 3,200 Wild Tigers, Other Species and Their Habitats**  
\$75 raised

**Donate**

# Create A Communications Schedule

Date to Send	Recipients	Title	Body
April 4 <sup>th</sup>	All affiliate cause members	Urgent Action: We need your help!	Hi everyone, We just found out that our school is losing
April 11 <sup>th</sup>	Donors and Promoters	Thank you for taking action!	Thank you so much for helping...
April 11 <sup>th</sup>	All Administrators	Can you help?	Your cause is imp...

From your Partner Center, you can send messages to:


- affiliate cause members (make sure your FB profile is linked in “Account”)
- administrators of your affiliate causes
- everyone who donates (and target by when they donated)
- everyone who promotes your campaign (and target by when they promoted)

# Build Relationships with Individuals

All Members

**Hall of Fame**

Top Recruiters		Top Donors		Top Fundraisers	
	1. Jessica Tibbs 375 recruits		1. Jodie Evans \$250 donated		1. Micah Daigle \$683 raised
	2. Stacia Cosner 238 recruits		2. Chandra Boston \$200 donated		2. Stacia Cosner \$463 raised
	3. Kelly Christie 213 recruits		3. Eric E. Sterling \$150 donated		3. Mike Cann \$200 raised
	4. Josh Jones 168 recruits		4. Jodie Evans \$250 donated		
	5. Micah Daigle 146 recruits		5. Chandra Boston \$200 donated		
	6. James F. O'Gorman 118 recruits		6. Eric E. Sterling \$150 donated		
	7. Marcy X Groman 102 recruits		7. Jodie Evans \$250 donated		
	8. Craig Koelsch 91 recruits		8. Chandra Boston \$200 donated		
	9. Josh Kappel 77 recruits		9. Eric E. Sterling \$150 donated		
	10. Leeor Schweitzer 66 recruits		10. Jodie Evans \$250 donated		



**Sarah Koch's Activist Profile**  
[Write a Care Note](#) | [Send a Message](#) | [View Facebook Profile](#)

**Sarah's Recently Completed Actions**

- AWARENESS Sarah read a bulletin, Action Alert: Ellen and Oprah , from the cause "The Cove" - Save Japan Dolphins. 6:01pm March 11th, 2010
- FUNDRAISING Sarah donated \$10 to Help Support 6 Year Old Millie & The Way Family as They Battle Cancer.. 6:50am March 2nd, 2010
- RECRUITING Sarah joined the cause Help Support 6 Year Old Millie & The Way Family as They Battle Cancer.. 6:50am March 2nd, 2010
- AWARENESS Sarah read a bulletin, Haitians say thank you, from the cause Feed Hungry Children in Haiti. 6:11am March 2nd, 2010

[Show More](#)

**Sarah's Care Notes**

Sarah - thank you for recruiting so many people to our cause! We are doing an exciting fundraising campaign to save the tigers and we'd love your help. If you haven't donated yet - go to our cause [www.causes.com/savetigersnow](http://www.causes.com/savetigersnow) and click "Tell Friends" to spread the

Thanks 😊  Props 🙌  Just a Note

**Anne Swanson Lopez thanked Sarah.**  
 Thank you Sarah for your donation to Millie and the Way family.  
 Posted at 8:37am March 2nd, 2010 - [Reply to Anne](#) - [Delete](#)

**Impact** This Month **All Time**

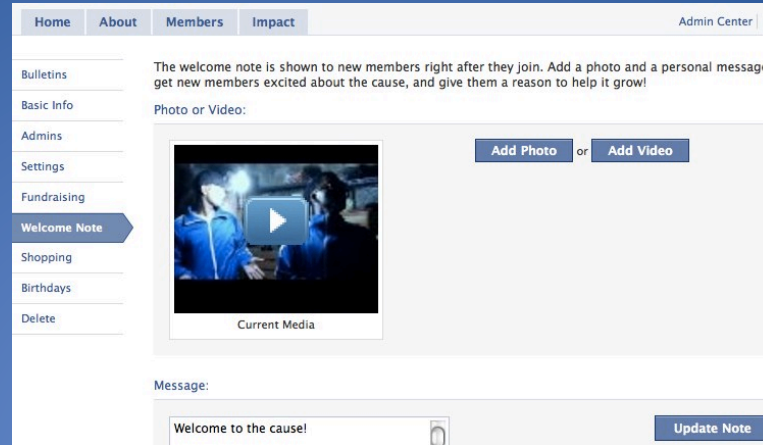
**373 actions taken**

Fundraising **44 donations**

30 made by Sarah (\$411)  
 14 made by friends (\$267)

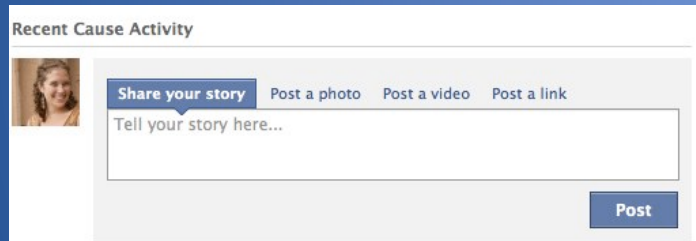
# Use Media

## 1. In the Welcome Note



The screenshot shows a web application interface for configuring a 'Welcome Note'. At the top, there are navigation tabs: Home, About, Members, Impact, and Admin Center. A sidebar on the left lists various sections: Bulletins, Basic Info, Admins, Settings, Fundraising, Welcome Note (highlighted), Shopping, Birthdays, and Delete. The main content area contains a text box with the instruction: 'The welcome note is shown to new members right after they join. Add a photo and a personal message to get new members excited about the cause, and give them a reason to help it grow!'. Below this is a 'Photo or Video:' section with a video player showing two people in blue jackets. To the right of the video player are buttons for 'Add Photo' and 'Add Video'. Below the video player is a 'Current Media' label. At the bottom, there is a 'Message:' section with a text input field containing 'Welcome to the cause!' and an 'Update Note' button.

## 2. On the cause



The screenshot shows the 'Recent Cause Activity' section. It features a profile picture of a woman on the left. To the right, there are buttons for 'Share your story', 'Post a photo', 'Post a video', and 'Post a link'. Below these buttons is a text input field with the placeholder text 'Tell your story here...'. At the bottom right of the input field is a 'Post' button.

## 3. In Bulletins



The screenshot shows a video bulletin. On the left is a video thumbnail showing two dolphins. To the right of the thumbnail, the text reads: 'Video: Dolphin play bubble rings' and '13 views'. Below the text is a green button labeled 'Watch Video'.



The screenshot shows a cause page for 'World Wildlife Fund'. At the top left is the WWF logo and the text 'A Photo from the Cause: World Wildlife Fund' and 'Back to Cause'. On the top right are buttons for 'More from the Cause' and 'Add Video, Photo, or Link'. The main content area features a large photo of a tiger. To the right of the photo, the text reads: 'Dead rather than Deadly!!', 'Posted by Sumit Roy on January 19, 2010', and 'Siberian Tiger'. Below the photo and text is a yellow banner that says 'Thank you for viewing! You are the 1036th person to view this photo.' and a 'Send to Friends' button. Below the banner is a green section with the text: 'Help spread this important message: It is a highly endangered and there may be fewer than 200 in the wild, probably all in special nature reserves. The are hunted because a poacher can feed his family for a year on the proceeds of just one tiger kill.' To the right of this text is a viewer counter showing '1036 people viewed' and a progress bar labeled 'Viewer Goal: 1,500 people' with '69%' completion. At the bottom left of the green section, it says '325 people have sent this to friends:' and a 'Send to Friends' button.

# Promote Birthday Wish as Fundraising Tool



**Spencer Jackson** 9 days ago  
Donated **\$15** to Dan Regan's Birthday Wish.

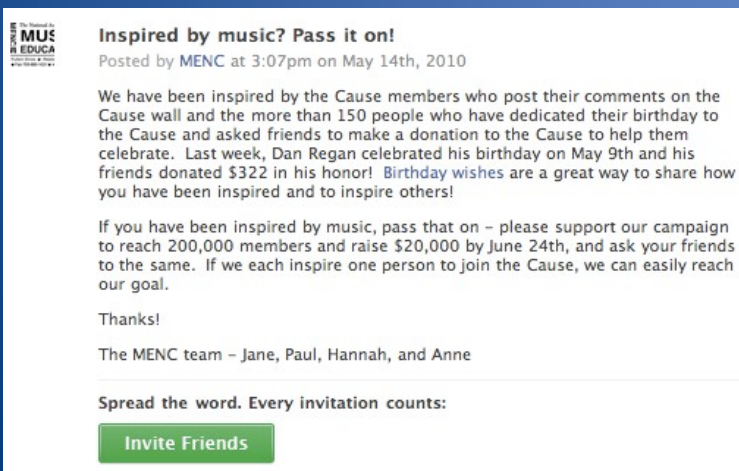
**Jesse Wilder** 9 days ago  
Donated **\$11** to Dan Regan's Birthday Wish.

**Devon Truscott** 9 days ago  
Donated **\$11** to Dan Regan's Birthday Wish.

**Laurie Cook** 9 days ago  
Posted a video.  
**Making Music in Primary Schools – Wider Opportunities**

**Sonya Masl** 10 days ago  
Donated **\$10** to Dan Regan's Birthday Wish.

**Jamila James** 10 days ago  
Music education is very important for the child that knows music, there math and reading get a 100% time better.



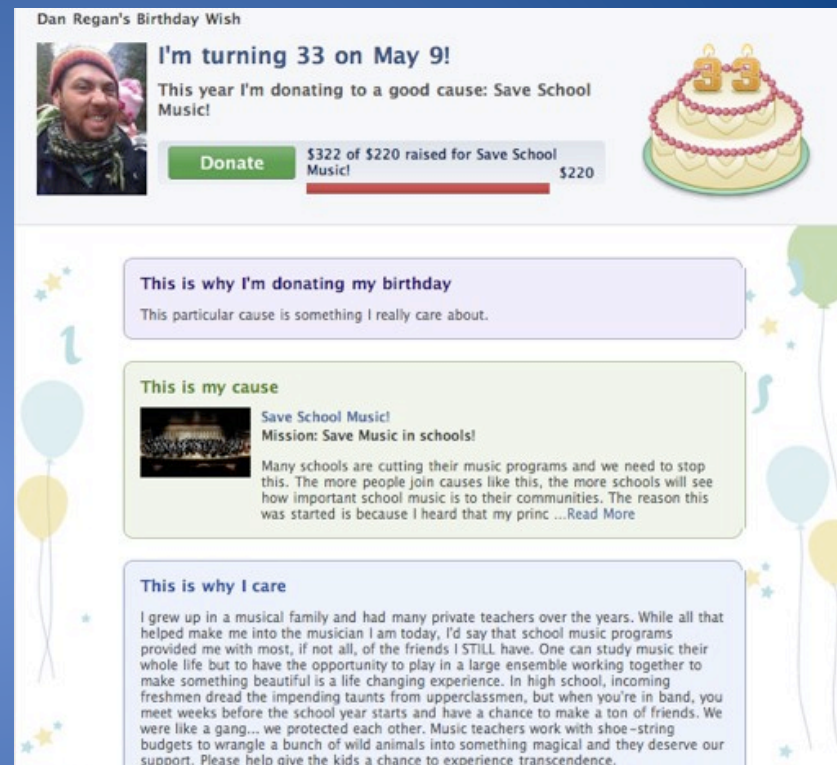
**MUSIC FOR EDUCATION**  
**Inspired by music? Pass it on!**  
Posted by MENC at 3:07pm on May 14th, 2010

We have been inspired by the Cause members who post their comments on the Cause wall and the more than 150 people who have dedicated their birthday to the Cause and asked friends to make a donation to the Cause to help them celebrate. Last week, Dan Regan celebrated his birthday on May 9th and his friends donated \$322 in his honor! Birthday wishes are a great way to share how you have been inspired and to inspire others!

If you have been inspired by music, pass that on – please support our campaign to reach 200,000 members and raise \$20,000 by June 24th, and ask your friends to the same. If we each inspire one person to join the Cause, we can easily reach our goal.

Thanks!  
The MENC team – Jane, Paul, Hannah, and Anne

Spread the word. Every invitation counts:  
[Invite Friends](#)



**Dan Regan's Birthday Wish**

**I'm turning 33 on May 9!**  
This year I'm donating to a good cause: **Save School Music!**

[Donate](#) **\$322** of \$220 raised for Save School Music! **\$220**

**This is why I'm donating my birthday**  
This particular cause is something I really care about.

**This is my cause**  
**Save School Music!**  
**Mission: Save Music in schools!**  
Many schools are cutting their music programs and we need to stop this. The more people join causes like this, the more schools will see how important school music is to their communities. The reason this was started is because I heard that my princ ...Read More

**This is why I care**  
I grew up in a musical family and had many private teachers over the years. While all that helped make me into the musician I am today, I'd say that school music programs provided me with most, if not all, of the friends I STILL have. One can study music their whole life but to have the opportunity to play in a large ensemble working together to make something beautiful is a life changing experience. In high school, incoming freshmen dread the impending taunts from upperclassmen, but when you're in band, you meet weeks before the school year starts and have a chance to make a ton of friends. We were like a gang... we protected each other. Music teachers work with shoe-string budgets to wrangle a bunch of wild animals into something magical and they deserve our support. Please help give the kids a chance to experience transcendence.

- Send Birthday Wish link in bulletins
- Thank Birthday Wish creators
- Recognize individuals in bulletins

## What Not to Do

- Don't link to anything outside the cause
- Don't ask them to do 3 different things in the same bulletin. Choose one action you want them to take, and link to that several times in the bulletin.
- Do not use your website's donate page.
- Do not deviate from the message. Make sure all of your messages somehow tie back to your fundraising campaign.
- Do not make your bulletins sound like press releases. Focus particular attention on the title, which will determine whether or not your members open the bulletin.

# Don't Forget - Ask Members to Donate

The screenshot shows the Causes.org interface for the 'Support Independent Media!' cause. At the top, there is a navigation bar with the Causes logo, 'Home', 'Find Causes', 'Your Causes', 'Best Of', 'Account', 'Help', and a search bar. The main header for the cause includes a small image of a person holding a sign, the title 'Support Independent Media!', a subtitle 'Support media that is free from corporate ownership. Learn More', and statistics '4,957 members' and '\$60 raised'. Below this is a green 'Invite Friends' button. A secondary navigation bar contains 'Home', 'About', 'Members', 'Impact', and a settings gear icon. On the right, there are links for 'Admin Center', 'My Impact', and icons for members (4), comments (50), and shares (50). The 'Cause Bulletin' section features a post by Susan Gordon titled 'Urgent Action Needed: Independent Media Under Fire!' with the text: 'Corporate ownership of media outlets is at an all-time high in the US. Please consider making a donation to the Center for Investigative Reporting today to ensure that exposes, hard-hitting journalism, and alternative press remain alive and well in our country.' Below the post is a fundraising project for the 'Center for Investigative Reporting, Inc.' with an orange logo, '\$286 raised', and a green 'Donate' button.

Call to Action = “Donate” button in emails and posted on the cause

# Closing the Loop

[Home](#)[About](#)[Members](#)[Impact](#)[Admin Center](#)

## Help for Haiti Earthquake Victims

Posted by The Prem Rawat Foundation at 8:55pm on January 17th, 2010

We've gotten off to a great start in our campaign to aid Haiti earthquake victims! Today, TPRF added to the funds raised here and on our website to make a grant of \$50,000 to *Friends of the World Food Program* for immediate food aid. The need in Haiti is staggering and will be ongoing for some time. So let's keep up the effort for a second grant to be made in the coming weeks, according to the most urgent needs at that time. You can watch it happen here.

Total People Reading:

46

[I Read This](#)[Send To Friends](#)[Delete](#)

Thank you for reading! Let the cause know you helped:

[I Read This](#)

Thank you!

**Blog and Resource Center:**  
[http://exchange.causes.com/  
resources/nonprofits](http://exchange.causes.com/resources/nonprofits)

**Need Help?**  
[partner@causes.com](mailto:partner@causes.com)