



causes

Susan Gordon
Senior Nonprofit Coordinator
Causes

Causes: A Platform for Action

- 100 million users
- 375,000 causes
- 13,000 official nonprofit partners
- \$21 million donated in 2.5 years
- 1 million media views per day
- Actions: Advocacy, Awareness-Raising, Education, and Fundraising



Your Nonprofit's Presence on Causes

Wildlife Forever

```
graph TD; WF[Wildlife Forever] --> SWF[Support Wildlife Forever]; WF --> SW[Save the Wolves!]; WF --> SWH[STOP Wolf Hunting from Planes]; WF --> CFBP[Californians For Bear Protection];
```

Support Wildlife
Forever

- Started by you
- Supports your organization
- Members probably know you

Save the
Wolves!

- Started by supporters
- You can affiliate with these causes
- Issue-based
- Reaches new members who might not know of your org

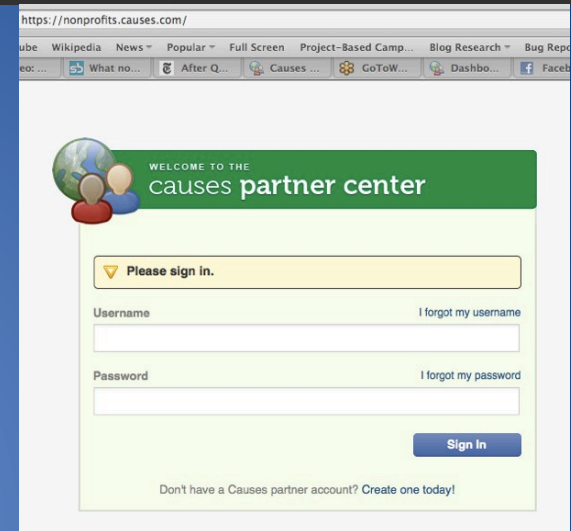
STOP Wolf
Hunting
from Planes

Californians For
Bear Protection

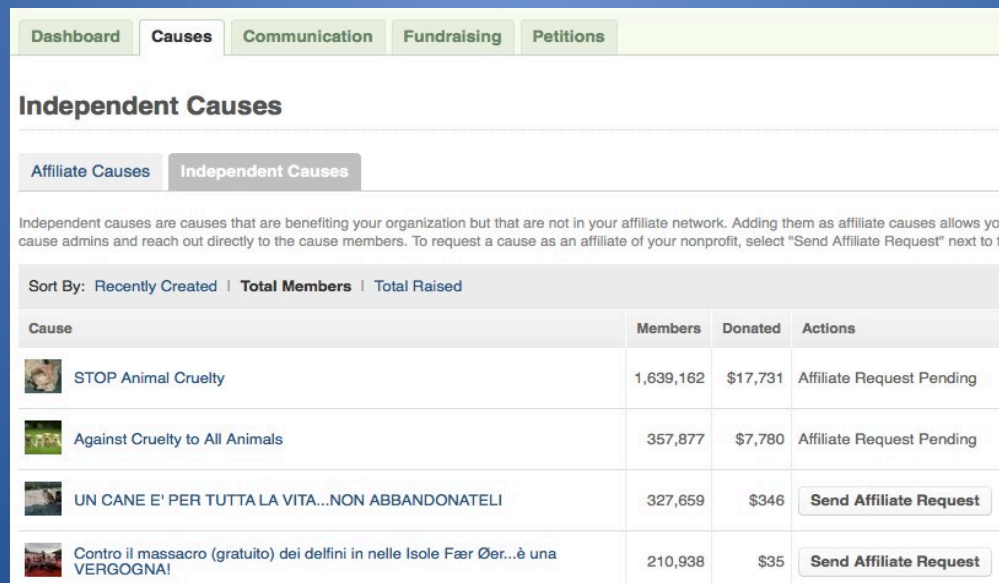
- Started by a chapter or regional leader
- You can affiliate so they get regional and national information

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 login page for the Nonprofit Partner Center. At the top, there is a green banner with the text "WELCOME TO THE causes partner center" and a globe icon. Below the banner, there is a yellow box with a dropdown arrow and the text "Please sign in.". Underneath, there are two input fields: "Username" and "Password". To the right of each input field is a link: "I forgot my username" and "I forgot my password". At the bottom right of the form is a blue "Sign In" button. Below the button, there is a link: "Don't have a Causes partner account? Create one today!".



The screenshot shows the "Independent Causes" page in the Nonprofit Partner Center. At the top, there is a navigation bar with tabs: "Dashboard", "Causes", "Communication", "Fundraising", and "Petitions". Below the navigation bar, there is a section titled "Independent Causes". Underneath, there are two tabs: "Affiliate Causes" and "Independent Causes". Below the tabs, there is a paragraph of text: "Independent causes are causes that are benefiting your organization but that are not in your affiliate network. Adding them as affiliate causes allows you to reach out directly to the cause members. To request a cause as an affiliate of your nonprofit, select 'Send Affiliate Request' next to the cause name." Below the text, there is a "Sort By:" section with options: "Recently Created", "Total Members", and "Total Raised". Below the sort options, there is a table with the following data:

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	Send Affiliate Request
 Contro il massacro (gratuito) dei delfini in nelle Isole Fær Øer...è una VERGOGNA!	210,938	\$35	Send Affiliate Request

Create a Community First

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		See All
	1. Jessica Tibbs	375 recruits
	2. Stacia Cosner	238 recruits
	3. Kelly Christie	213 recruits
	4. Josh Jones	168 recruits
	5. Micah Daigle	146 recruits

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.


Action:	<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

 **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

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

0 friends selected [Send Cause Invitation](#)

Fundraising



OCEF (Overseas China Education Foundation)

Our mission is to help disadvantaged children in rural China to realize their dreams of completing their education and to improve the education conditions of the schools in these areas. [Learn More](#)

8,958 members • \$243,403 raised

[Join Cause](#)

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

▼ FUNDRAISING [Donate](#)

OVERSEAS CHINA EDUCATION FOUNDATION

Your donation goes to support the core mission of:
OVERSEAS CHINA EDUCATION FOUNDATION, a 501(c)(3) nonprofit

Overseas China Education Foundation (OCEF) is a non-profit organization registered in the State of Texas in 1991 and granted being a tax exempt 501 (c) (3) organization by Internal Revenue Service (IRS). Its mission is to help less-privileged children in rural areas of China finish education up to 9th grade, and to improve educational conditions for schools in rural areas of China. OCEF is originally founded (registered) in 1992 in California with the name of SOS China Education Fund. So far, OCEF has helped more than 4000 children in realizing their simple dream of going to school.

OCEF is comprised entirely of volunteers who dedicate their spare time for raising funds and distribute them to children in need. All donation from the public is used to help needy children; the operation cost of the Foundation is provided by special donations made by our Board members and Trustees. supporting money is sent to each supported school directly from OCEF and delivered to students. In addition of helping children to go to school, OCEF also helps building libraries and improving other educational facilities for the schools in remote and rural areas of China.

OUR CAUSE CONTRIBUTION:
\$72,756

Top Fundraisers

- 1  Ji Fang
\$225 raised
- 2  Shirley Zhang
\$125 raised

248 members donated

-  Tuo Zhao
donated \$11. 8 days ago
-  Ming Yang
donated \$30. 8 days ago
-  Nan Zhang
donated \$10. 10 days ago

36 members told their friends

-  Paula Lao Jiménez
posted to their profile. 2 days ago
-  Zumra Fazlinovic
invited 4 friends and posted to their profile. 8 days ago
-  Emily Marie Delahunty

Donation Form and Donations through Causes



Causes



Donate to Ron Conway UCSF Holiday Party Challenge vs. Sean Parker's Birthday wish.

UCSF

University of California
San Francisco
advancing health worldwide™

Your Donation Benefits: UCSF FOUNDATION
a 501(c)3 nonprofit

Website: <http://www.ucsf.edu/support/aboutTheUCSFFoundation/index.html>

Donation Amount

\$10



\$25



Recommended

\$50



\$100



\$500



Other



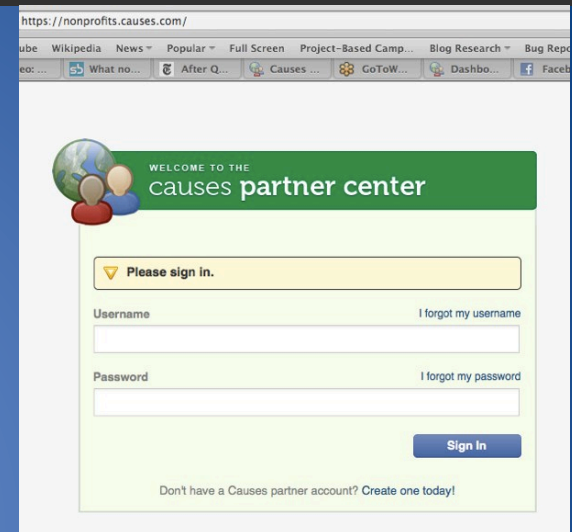
Make this Donation Once Monthly

Payment Information

Credit Card **** * 0989

Step 1: Create Your Fundraising Campaign

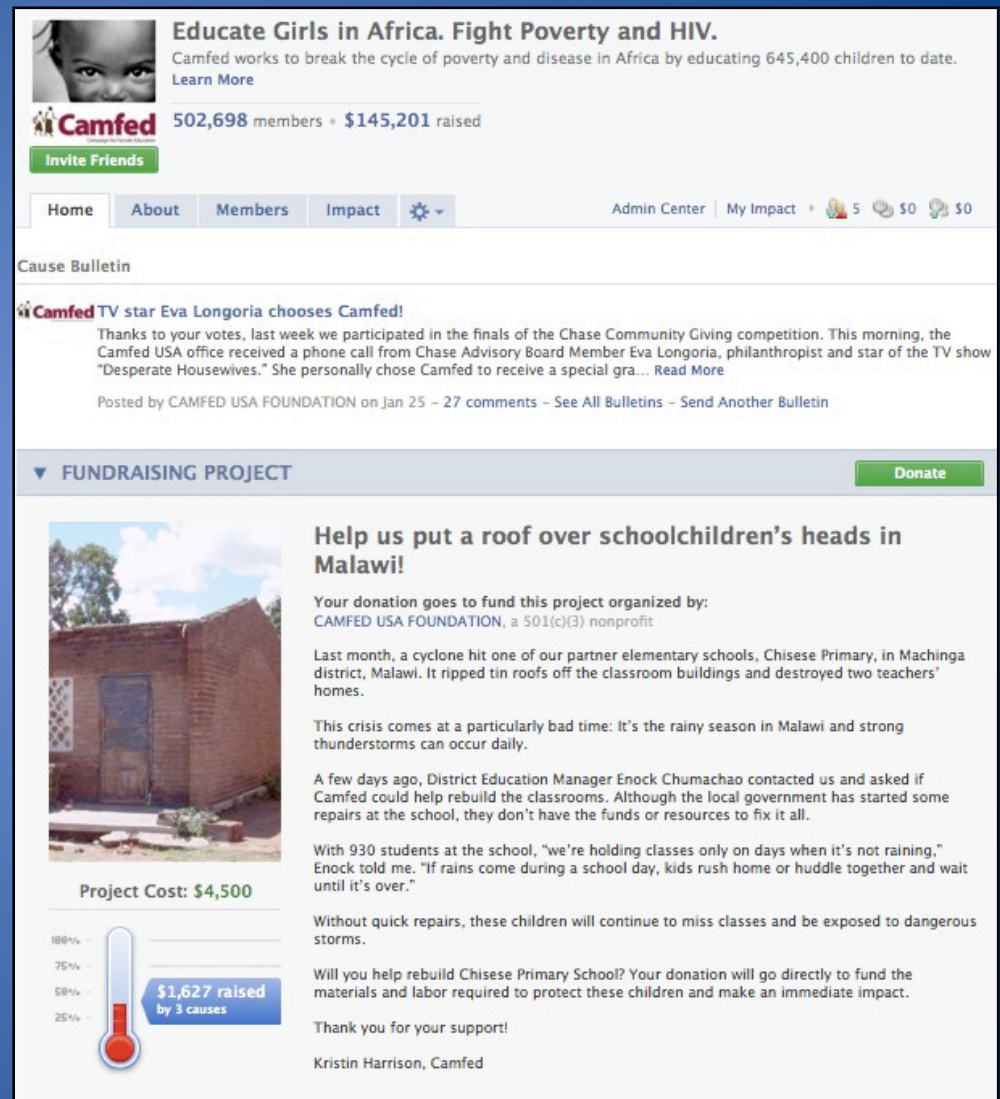
- Go to your Nonprofit Partner Center:
<http://nonprofits.causes.com>
- Click on the “Fundraising” Tab
- Click “Create a Custom Campaign”

A screenshot of the "Fundraising Campaigns" page in the Nonprofit Partner Center. The page has a navigation bar with tabs: "Dashboard", "Causes", "Communication", "Fundraising" (which is selected), and "Petitions". There is an "Edit Profile" button on the right. Below the navigation bar is the heading "Fundraising Campaigns" and a blue button "Create a Custom Campaign". There are two sub-tabs: "Active Campaigns" (selected) and "Past Campaigns". Below the sub-tabs is a paragraph of text: "Active fundraising campaigns are campaigns that your nonprofit is currently accepting donations for. Any cause that lists your nonprofit as its beneficiary will automatically be featuring your general fundraising campaign. Create a custom fundraising campaign here or, if you already have, click on a custom fundraising campaign below for more information about which causes are featuring it, who has donated, and to get it featured on more causes." Below the text is a table with the following columns: "Name", "Donations Made", "Dollars Raised", and "Causes Featuring This". The first row of the table is "General Fund Campaign".

Name	Donations Made	Dollars Raised	Causes Featuring This
General Fund Campaign			





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  \$0  \$0

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, Chise 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 Chise 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

Step 2: Ask Members to Donate

The screenshot shows the Causes.org interface for the cause "Support Independent Media!". At the top, there is a navigation bar with the Causes logo, "Home", "Find Causes", "Your Causes", "Best Of", "Account", "Help", and a search box. Below the navigation bar, the cause title "Support Independent Media!" is displayed with a sub-header "Support media that is free from corporate ownership. Learn More". A green "Invite Friends" button is visible. The page shows 4,957 members and \$60 raised. A secondary navigation bar includes "Home", "About", "Members", "Impact", and "Admin Center". A "Cause Bulletin" section features a post by Susan Gordon titled "Urgent Action Needed: Independent Media Under Fire!". The post text discusses the rise of corporate ownership in media and encourages donations to the Center for Investigative Reporting. Below the post, a fundraising project for the Center for Investigative Reporting, Inc. is shown with a "Donate" button and a "\$286 raised" indicator.

causes Home Find Causes Your Causes Best Of Account Help Search Causes

Support Independent Media!
Support media that is free from corporate ownership. [Learn More](#)

4,957 members • \$60 raised

Invite Friends

Home About Members Impact Admin Center My Impact 4 \$0 \$0

Cause Bulletin [Manage Bulletins - Post a Bulletin](#)

Urgent Action Needed: Independent Media Under Fire!
Posted by Susan Gordon on Mar 16

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.

Fundraising Project: Center for Investigative Reporting, Inc.
\$286 raised [Donate](#)

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

Create A Communications Schedule

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

What Makes A Good Bulletin



We're almost there: Help us reach our goal to rebuild a school in Malawi!

Posted by Ryan Quiel at 10:56am on March 4th, 2010

We're within \$1,000 of reaching our goal to repair a school in Malawi severely damaged by a cyclone. Will you help us put a new roof over school children's heads?

Right now, it's the rainy season in Malawi and storms occur almost daily. With 930 students at the school, "we're holding classes only on days when it's not raining," District Education Manager Enock Chumachao says. "If rains come, kids rush home or huddle together and wait until it's over."

See their damaged school here:
<http://apps.facebook.com/causes/72910>

Please help us provide them with a safe--and dry--place to learn!

Thanks so much for your support.

Ryan & The Camfed Team

1,190 people have read this



You Read

[Send To Friends](#)

- Send To Friends
- Delete

- Title: short, catchy hook that will make them open the email
- Body: short, casual, lots of links to the donate page on the cause (not your website's donate page)
- Don't send links outside of Facebook
- Don't ask members to do many things in the same bulletin
- Don't deviate from the message during the campaign

Step 3: Getting Your Community Involved

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 \$	
5. Micah Daigle 146 recruits	5. Jodie Evans \$	
6. James F. O'Gorman 118 recruits	6. Eric E. Sterling \$	
7. Marcy X Groman 102 recruits	7. Chandra Boston \$	
8. Craig Koelsch 91 recruits	8. Mike Cann \$	
9. Josh Kappel 77 recruits	9. James F. O'Gorman \$	
10. Leeor Schweitzer 66 recruits	10. Eric E. Sterling \$	



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 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

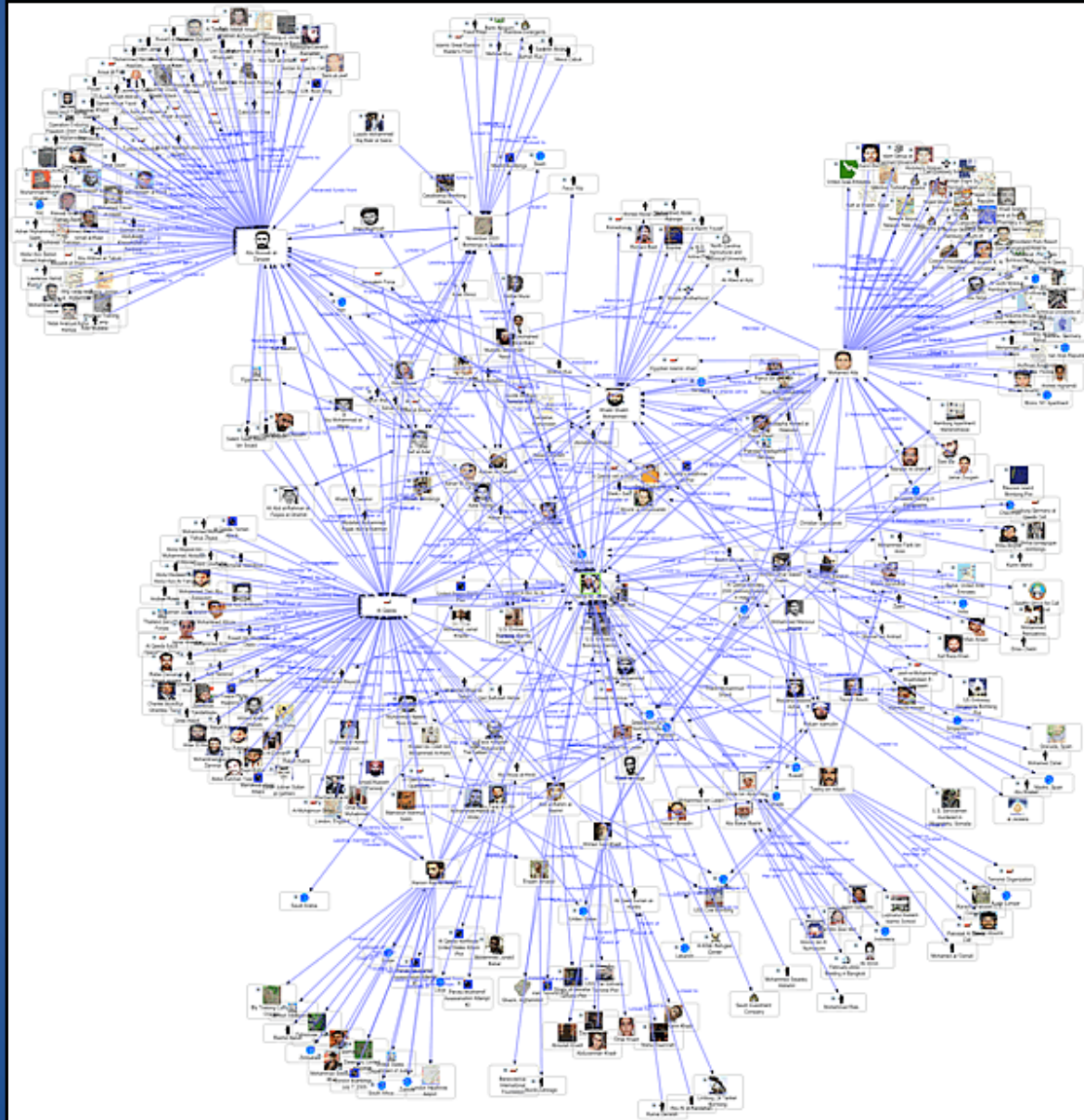
373 actions taken

Fundraising **44 donations**

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

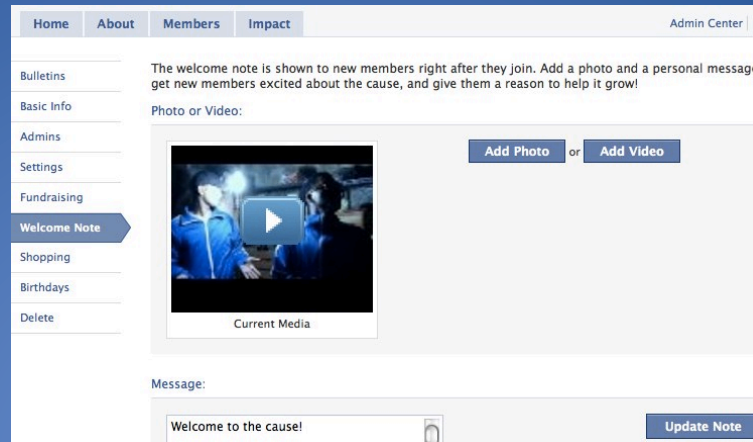


The Social Graph



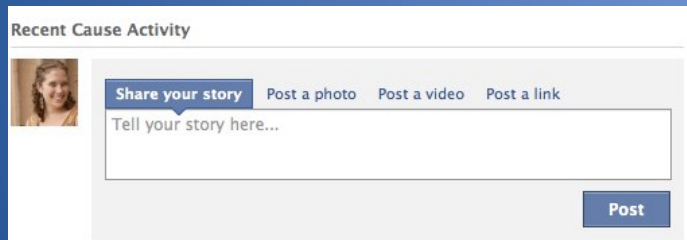
Step 4: Using Video and Photos

1. In the Welcome Note



The screenshot shows the 'Welcome Note' admin interface. At the top, there are navigation tabs: Home, About, Members, Impact, and Admin Center. A sidebar on the left lists various site sections: Bulletins, Basic Info, Admins, Settings, Fundraising, Welcome Note (highlighted), Shopping, Birthdays, and Delete. The main content area contains a text box for the welcome message, a 'Photo or Video:' section with a video player and 'Add Photo' or 'Add Video' buttons, and a 'Message:' section with a text input and an 'Update Note' button.

2. On the cause



The screenshot shows the 'Recent Cause Activity' form. It features a profile picture of a woman, a 'Share your story' button, and links for 'Post a photo', 'Post a video', and 'Post a link'. Below these is a text input field with the placeholder 'Tell your story here...' and a 'Post' button.

3. In Bulletins



The screenshot shows a video bulletin. It features a video player showing dolphins, the text 'Video: Dolphin play bubble rings', '13 views', and a green 'Watch Video' button.



The screenshot shows a cause page for 'World Wildlife Fund'. It features a panda logo, the text 'A Photo from the Cause: World Wildlife Fund', and a 'Back to Cause' link. A 'More from the Cause' button and an 'Add Video, Photo, or Link' button are also present. The main content area shows a photo of a tiger with the title 'Dead rather than Deadly!!', posted by Sumit Roy on January 19, 2010. Below the photo is a 'Thank you for viewing! You are the 1036th person to view this photo.' message and a 'Send to Friends' button. A 'Help spread this important message:' section contains text about the tiger's endangerment and a 'Send to Friends' button. A 'Viewer Goal' section shows '1036 people viewed' and a progress bar for a goal of 1,500 people (69% complete). A '325 people have sent this to friends:' message and another 'Send to Friends' button are also visible.

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.

Thank you for reading! Let the cause know you helped: [I Read This](#)

Total People Reading:
46

[I Read This](#)

[Send To Friends](#)

[Delete](#)

Thank you!

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

Need Help?
partner@causes.com