

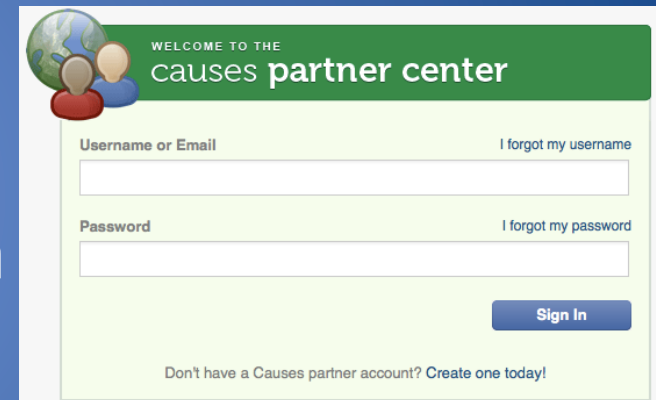


Expanding Your Network:
Tapping into the Full Potential of Social
Media through Collaboration and Outreach

Background

- Your nonprofit's presence on Causes

- Nonprofit Partner Center:
<http://nonprofits.causes.com>



WELCOME TO THE
causes partner center

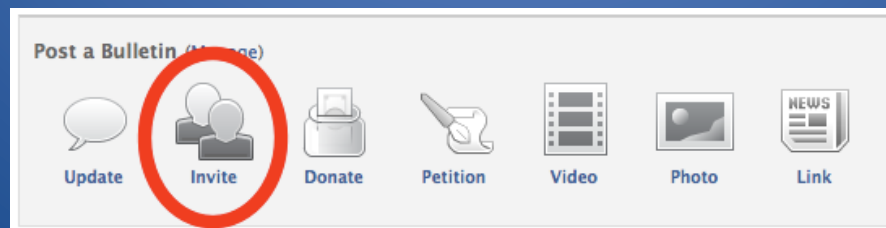
Username or Email I forgot my username

Password I forgot my password

[Sign In](#)

Don't have a Causes partner account? [Create one today!](#)

- Building your Membership Base: contests, campaigns, membership drives, etc.



Affiliating with Causes

causes partner center Help Account Sign Out

EARTH ISLAND INSTITUTE







Dashboard Causes Communication Fundraising Petitions Edit Profile

Independent Causes

Affiliate Causes Independent Causes

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 work closely with the cause admins and 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.

Sort By: **Recently Created** | Total Members | Total Raised

Cause	Members	Donated	Actions
 Stop the Sell-Out Deal Ending the Ban on Commercial Whaling	9,030	\$553	Affiliate Request Pending Disassociate
 Support HIV/AIDS Prevention and Life Skills Youth Day Camp	23	\$0	Affiliate Request Pending Disassociate
 Whaling? NO! Boycott Japan	108	\$0	Send Affiliate Request Disassociate
 human rights for tibetans	598	\$0	Send Affiliate Request Disassociate
 Stop Fuel Spills	4	\$0	Send Affiliate Request Disassociate
 Brooke Climbs Whitney for Kids	22	\$0	Send Affiliate Request Disassociate

Campaigns

Fundraising

Fundraising Project Donate

National Wildlife Federation Gulf Oil Spill Restoration Fund

Your donation goes to fund this project organized by: National Wildlife Federation, a 501(c)(3) nonprofit

The money donated to the National Wildlife Federation through response to the oil spill will support the following efforts:

1. Development and deployment of the National Wildlife Federation's Gulf Coast Surveillance Teams, a volunteer network that is being organized to monitor the coast for wildlife impacted by the oil spill. Beyond the initial surveillance needed, this effort will then shift to long term volunteer restoration programs. For more, visit: <http://www.nwf.org/oilspillvolunteers>
2. Restoration of vulnerable nesting and breeding grounds, as well as other delicate ecosystems found throughout the Gulf Coast for water birds, sea turtles and other animals.
3. Public education about the oil spill and its impacts on wildlife, including our online efforts at <http://www.nwf.org/oilspill> and informing the press and others about the impacts the oil spill is having on coastal communities and wildlife.
4. Policy work at the national and state level to support restoration of habitat in the Gulf Coast and better protection of our waters and coastlines.

For more about the National Wildlife Federation's efforts go to: <http://www.nwf.org/oilspill>



Project Cost: \$100,000

\$93,305 raised
by 2 causes


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

Advocacy

EARTH ISLAND INSTITUTE Petition

End the Brutal Killing of More Than 20,000 Dolphins Every Year in Japan

Thank you for signing the petition! Help gather signatures: Ask Friends to Sign



About this Petition:
In the feature documentary "The Cove," a team of activists and filmmakers infiltrate a heavily-guarded cove in Taiji, Japan. In this remote village they witness and document activities deliberately being hidden from the public: More than 20,000 dolphins and porpoises are being slaughtered each year and their meat, containing toxic levels of mercury, is being sold as food in Japan, often times labeled as whale meat.

The majority of the world is not aware this is happening. The... (read more)

The Desired Outcome of this Petition:
We urge President Obama, Vice President Biden and Japanese Ambassador to the United States Ichiro Fujisaki to address this issue and urge the government of Japan to stop the slaughtering of dolphins in Taiji, Japan.

Petition Sponsor:
EARTH ISLAND INSTITUTE wrote and will deliver this petition.

Total Signatures:
1,331,743 of 1,000,000 signatures

Causes Featuring:
-- Select One --
Add your cause to this list

Top Signature Gatherers:

- Joe Chisholm
123 signatures
- David
81 signatures
- Mercedes De Windt
77 signatures

Signatures 1331716 - 1331743 Page 40356

To: President Obama, Vice President Biden and Japanese Ambassador to the United States Ichiro Fujisaki

Good campaigns are...

- Specific
- Impact-focused
- Understandable outside your organization

Fundraising Project Donate

Raise \$10,000 for rebuilding homes in Haiti with The Fuller Center


Your donation goes to fund this project organized by: The Fuller Center for Housing, a 501(c)(3) nonprofit

Deadline: Mar 30

With \$10,000 The Fuller Center will be able to build homes in Haiti for families that lost theirs in the earthquake.

The Fuller Center plans to partner with Lazarian World Homes to build earthquake-, fire-, and hurricane-resistant homes that are 16'x16' and cost around \$3,000 each.

\$10,000 will be enough to establish our model of building homes for low-income families in Haiti so that the work can continue long-term.



Project Cost: \$10,000







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

\$4,258 raised
by 2 causes

Our Cause Contribution: \$3,891

18 members donated

10 members told their friends

 Greg Hunt donated \$500 . 5 months ago	 Glen Barton invited 7 friends . 4 months ago
 Hannah Mills donated \$24 . 5 months ago	 Mark Galey posted to their profile. 5 months ago
 Tony Campbell donated \$24 . 5 months ago	 Greg Hunt posted to their profile. 5 months ago

Donate Tell Friends


Fundraising Project Donate

Matching Donations for Orphan Scholarships up to \$3,500!

Your donation goes to fund this project organized by: Uganda Village Project, a 501(c)(3) nonprofit

Deadline: May 5

Our match fundraiser this week benefits our scholarship students, who are orphans from rural villages in eastern Uganda.



Project Cost: \$3,500

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

\$945 raised
by 1 cause

With an estimated 2 million orphans in Uganda, the issue is inescapable no matter which part of the country you travel to. In the Iganga district where we work, it is common to find families opening up their homes to orphans of their relatives, or even orphans of complete strangers. Numerous generous individuals in the district have opened up small orphanages for children who have no homes or live under terrible conditions. These orphans may be subjected to abuse in their homes or may spend their days doing household chores and manual labor because the households in which they live cannot afford to send them to school. Despite the fact that these orphans walk miles to school, often without any shoes, and must do their homework by lantern-light after finishing evening chores or putting their siblings to bed, there are many who are desperate to attend school, because they know that it is the only path to a better life.

Please help us this week and spread the word about our matching donation fundraiser - any amount will help, particularly donations of \$35 and up. No donation is too small -remember, it's going to be doubled! Invite your friends to the Cause, post a status update linking to the Cause, or just share one posted by one of us.

Step 1: Run a Campaign (your network)

- Affiliate with every cause
- Feature your campaign on every affiliate cause
- Create a communications schedule for duration of campaign (constant call to action)
 - Education
 - Urgency
 - Recognition of individuals and milestones
- Get Hall of Fame involved

Resources

- Causes.com

Top Fundraising This Week \$28
From Monday 12:00am PT to Sunday 11:59pm PT - 6 days left

Top Fundraising Causes

Last Week's Top Cause

Haiti Hope
\$2,774 raised last week

Members: 23,727
Mission: Create a sustainable Haitian mango industry and play a role in the island nation's long-term recovery efforts.

This Week's Leaders (Since Monday)

1		Give kids hope at the Torre Fuerte Family Home for Girls 412 members	\$1,000
2		Scion x-CHANGE: RED DOT Project 9 members	\$950
3		International Justice Mission 39,999 members	\$925

Top Fundraising Individuals

Last Week's Top Individual

Seth Gonzales
\$1,500 raised last week

Cause: Boot Camp Fighting Cancer

This Week's Leaders (Since Monday)

1		Scott Hargrove
2		Jacob Beaty
3		Joseph Yang

- Causes Exchange

<http://exchange.causes.com>

causes exchange
inspiration and resources for changing the world

[Blog](#) [About](#) [Jobs](#) [Resources](#)

Welcome, Susan Gordon
[Logout of Facebook](#)

Start Using Causes

[Causes on Facebook](#)

[Nonprofit Partner Center](#)

Make the Most of Causes

- [Individual Activists](#)
- [Nonprofits](#)
- [Foundations](#)
- [Companies](#)

1 Million Strong to Protect Wildlife from the BP Oil Spill
Posted by Susan Gordon on July 22nd, 2010

Help Wildlife Impacted by the BP Oil Spill
To protect wildlife impacted by the oil spill in the Gulf of Mexico.
Learn More


MEMBERS: 1,032,994
DONATED: \$99,013

[Join Cause](#) [Donate](#)


When Danielle Brigida from the National Wildlife Federation heard the cause she started, [Help Wildlife Impacted by the Oil Spill](#), had reached 1 million members, she contacted me to say what pretty much boils down to "Wow. What now?" After only three weeks, over 1 million people have joined the oil spill-focused cause and those members have donated almost \$100,000 to the National Wildlife Foundation's surveillance and clean-up efforts in the area. I was happy to get Danielle's email because she was not content with getting a lot of people in a cause. She immediately started thinking of what fundraising projects.

Finding Allied Causes

facebook








Join the Haiti Hope Project.



[LEARN MORE](#)

causes Home Find Causes Your Causes Best Of Account Help

Displaying the top 5 causes by total dollars donated.

 	Aflac Cancer Center and Blood Disorders Service of Children's Healthcare of Atlanta 1,215,906 members – \$1,171,166 donated Type: Health Geography: Global	Join Donate	Category Animals Arts & Culture Education Environment Health Human Services International Political Campaigns Public Advocacy Religion Can't find a cause? Start one yourself!
	The Nature Conservancy 264,612 members – \$381,480 donated Type: Environment Geography: Global Your Activity: 0 recruited	Invite Donate	
	TPRF: Food for People 124,666 members – \$310,704 donated Type: Human Services Geography: Global	Join Donate	
	OCEF (Overseas China Education Foundation) 13,225 members – \$244,544 donated Type: Education Geography: China	Join Donate	

Outreach Strategy

- Join cause → Write on Cause Wall

Rands. Thank you for all your support.



Siimon Barney Matabane 25 days ago

It is time for african to stand up on their own strength, working together for solidarity striving to achieve one common goal, to be able to help other who dont have what have for natural reason, let break the circle of poverty by working together, its simple and easy intergration plus ideal= power to human



Ryan Quiel 27 days ago

Help us educate girls' in rural Africa!

We have an exciting donor match happening right now on our Facebook Cause.

A group of donors will donate 50 cents for each new supporter, up to \$100,000---enough to send 4,000 girls to elementary school!

Will you help us? Please join now: <http://www.causes.com/camfed?m=738a53fe>



Cheryl Pearl M. Villamor about 1 month ago

Education is 1 of the primary right of a child...it's good to know that in simple ways we can help some!



Nthabiseng Thabeng 2 months ago

changing the worl isdifficult, but it can be simplified through education. IT IS POSSIBLE.

Outreach Strategy

- Build relationships with administrators

Administrators



Sarah
Casserley



Julia Kosperski-Shirley thanked Jessica.

jessica , where do i sighn the petition.

😊 Posted at 5:35pm May 18th, 2010 – Reply to Julia – Delete



Sadie Barker thanked Jessica.

Dear Jessica, Hi my name is Jo Ann Parker and I am interested in helping your cause and getting the word out about donating to your cause could you please combine your cause and mine to help work with my members in achieving this? My cause is Help support pit bulls from death row adopt and support a pit bull this is the link to my cause.. Thank you.



Cause: [Help save Pitbulls from death row. Adopt and Support a pitbull.](#)

😊 Posted at 6:51am May 16th, 2010 – Reply to Sadie – Delete



Sharon Lynne Lacey thanked Jessica.

oppp I thought you were the administrator...Thank you for caring!!!
Me too :o)

😊 Posted at 1:50pm May 8th, 2010 – Reply to Sharon – Delete

Outreach to Causes

Cause Name	Members	Wrote on Wall	Contacted Admin	Next Steps
Gorilla Protection	60,235	Yes	Yes	Follow-up with admin
Save African Wildlife	35,394	Yes	Not yet	Contact admin
Stop the Gorilla Hunt	5,656	Yes	Yes	Send Bill another msg
Chimpanzee Fund 2010	1,998	No	Yes	Write that top recruiter
Protect Wildlife	556,395	Yes	No	Write to admin
Animal Cruelty	1,495,245	Yes	No	Write to admin
Conserve habitat for wildlife & ppl	2,395	Yes	Yes	Send Jessica another msg to send to cause

Examples



Educate Girls in Africa. Fight Poverty and HIV.

Camfed works to break the cycle of poverty and disease in Africa by education girls and empowering young women. [Learn More](#)



523,491 members • \$149,554 raised

Invite Friends

Petition

Sign Petition



EARTH ISLAND INSTITUTE PETITION

End the Brutal Killing of More Than 20,000 Dolphins Every Year in Japan

1,332,243 signatures

About this Petition:

In the feature documentary "The Cove," a team of activists and filmmakers infiltrate a heavily-guarded cove in Taiji, Japan. In ge they witness and document activities ig hidden from the public: More than 20,000 rpoises are being slaughtered each year and aining toxic levels of mercury, is being sold as ten times labeled as whale meat.

the world is not aware this is happening. The :ked off from the public. Cameras are not nd the media does not cover the story. It's jet the word out in Japan. Once the Japanese believe they will demand change.

Tell Friends

Remove this Petition

COMMITTED TO A CURE INC Petition

MEDICAL COVERAGE FOR BREAST CANCER GENETIC MARKERS TESTING FOR FAMILY MEMBERS OF BREAST CANCER PATIENTS



Petition Completed!

TOTAL SIGNATURES COLLECTED: 3,723,796

Things to Keep in Mind

- Build mutually beneficial relationships – reciprocate!
- By focusing on your membership you'll make your cause more attractive to work with
- Collaboration isn't about ownership

Resources

- Blog and Resource Center:
<http://exchange.causes.com>
- Email us at partner@causes.com
- Thank you!