



Causes Best Practices: Grow Your Cause

Once you've created a compelling cause, it's time to spread the word and build a campaign around it. Use the following online and offline tips to grow your cause membership so that you can have a real impact on your issue.

Start Recruiting!

Recruit through tools on Facebook

- Invite the maximum number of friends every day (the limit is currently 60)
- Create an invite pledge to recruit 100 people and encourage others in your nonprofit to do the same
- When inviting friends to join your cause, personalize the message to the specific individual you're inviting
- Use Facebook messaging and the Causes "Remind" feature to follow-up with friends you've invited. The "Remind" feature is part of your action center, found under the "How You Are Helping" section of the cause.
- Thank everyone who joins and take the opportunity to remind them to invite their friends
- Ask individual cause members to send the maximum number of daily invitations to their friends
- Use the "Share" button under the cause photo to post the cause's link to your mini-feed and your friends' news feeds
- Post on the Wall of other, similar causes inviting members to support your cause; make sure to include a link
- Set a recruitment goal for your cause and post announcements to rally the cause around it.
- Do you have a team of student interns? Or a very excited supporter who uses Facebook? Task them with recruiting for your cause and recognize them for the work they do.

Recruiting outside of Facebook

- Email your friends about your cause – make sure to include the link to the cause
- Put a link to your cause in your email signature
- Post a link to your cause prominently on your website and promotional materials.
- Get the word out about your cause through your email lists, newsletters, or e-newsletters
- Throw an event and provide computers on which attendees can sign up
- Create incentives/awards and recognize your members' recruitment efforts
- Send out press releases and encourage local news coverage
- Call or text message people you know informing them of what you're doing
- Word of mouth – tell everyone you know!

Remember to make the cause an interesting and compelling place to come back to. Post media, post regular announcements, and make campaigns or contests. This will not only bring your members back to the cause but also encourage them to recruit others!