



Causes Best Practices: Making an Impact with your Cause

Your cause is not a bumper sticker; it is an incredibly powerful tool for your nonprofit to mobilize grassroots support to make a difference. Transferring online interest into offline change might be tricky but the tools are in your cause to make it happen. Whether you are doing this on a cause you make or working with another cause creator to coach them, here are a few ideas:

Fundraising

- Raise money for your nonprofit by setting a fundraising goal on the cause. A thermometer, countdown, and list of donors will automatically appear
- Set a matching donation. Any cause member can offer to donate the amount they choose if the cause reaches a certain donations goal. Ex: Sarah will donate \$50 if the cause reaches \$5,000 donated
- Connect fundraising with off-line events, dates, news, or awareness weeks

Educating / Awareness

- Post announcements once a week with a “Weekly Action” your members can take to make a difference. Issue of the week? Focus of the Month? Extra points if you tie it to a fundraising goal
- Post media items of articles or links to videos which educate cause members about the issues related to your cause

Connecting Members with Volunteer Opportunities and Recognizing Volunteers

- Post an announcement on the cause telling members about upcoming volunteer opportunities
- Either give them a website where they can connect with local volunteer opportunities or give them contact information to learn more about how to get more involved
- Post an announcement recognizing exemplary volunteers
- Post pictures of volunteers on the media board

Petitions

- Create a petition around an important issue and encourage your cause members to sign. Then teach them how to get more people to sign using wall posts or posting an announcement about your petition.

Events

- Post an announcement about upcoming events. Don't worry if not everyone is in the area, they want to know what you are doing offline too!
- In your announcement, ask people who are planning to attend to RSVP on the wall of the cause or make an event listing on Facebook
- Post pictures of the event on the media board to show your accomplishments

Reaching out to different demographics

- Create multiple causes benefitting your nonprofit – College Students for UNICEF, Minnesotans Stand Up For ANWR, or Teachers Care About AIDS Prevention. Find an administrator who can mobilize that demographic and let them start, recruit for, and run the cause.
- Post on the wall of other related causes telling them about your cause