

# Building Your Brand through Cause Sponsorship



Causes leverages online social networking for offline social change. More than 50 million people use Causes to have an impact on the issues that matter most to them, making it the world's largest platform for philanthropy and civic engagement.

## What is a Cause?

A cause is a user-driven advocacy group within Facebook that gives people tools for building community and taking collective action. Cause members stay informed and engage with other members through the Wall, discussion board, and media board. They also take action for their cause by recruiting, donating, fundraising, and signing and promoting petitions. In order to fundraise, a cause must benefit a U.S. or Canadian non-profit organizations. Causes currently hosts over 225,000 causes benefiting more than 45,000 non-profits.

## Cause Sponsorship Program

The Cause Sponsorship Program allows companies to support the causes and non-profits they care about in an authentic and impactful way. Companies sponsor causes by providing a matching grant, which typically ranges from \$10,000 to \$500,000 per cause. The match offer incentivizes cause members to recruit new supporters to the cause and fundraise for its non-profit beneficiary.



*Mock-up of a matching grant offer, which is displayed in the center of the main cause page.*

## Key Benefits

Cause sponsorship both multiplies your philanthropic impact and promotes your brand's commitment to social responsibility in a far-reaching and authentic way. The basic sponsorship package includes co-branding on the cause, customized messaging, and targeted banner ads across the Causes Application. Moreover, a sponsored cause's viral communication channels dramatically extend the reach of your brand (e.g. on average, for each new person who joins the cause more than 150 co-branded peer-to-peer impressions are served to his or her friends).

To learn more about the program, contact Matthew Mahan at [matt@causes.com](mailto:matt@causes.com) or 831-262-7526.