



## Causes Best Practices: Making an Impact with your Cause

Your cause is not a bumper sticker; it is an incredibly powerful tool to change your world and make a difference. Transferring online interest into offline change might be tricky but the tools are in your cause to make it happen. Here are a few ideas:

### **Fundraising**

- Raise money for your nonprofit beneficiary by setting a fundraising goal on your cause. A thermometer, countdown, and list of donors will automatically appear
- Set a matching donation. Any cause member can offer to donate any amount of money if the cause reaches a certain donations goal.
- Connect fundraising with off-line events, dates, news, or awareness weeks

### **Educating / Raising Awareness**

- The possibilities are endless in this category. 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

### **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 that you are 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 the same nonprofit – College Students for UNICEF, Minnesotans Stand Up For ANWR, or Teachers Care About AIDS Prevention. Find an administrator who can access 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