



Advocacy Campaigns on Causes

How can I use Causes to promote advocacy campaigns?

You can promote your advocacy efforts by educating cause members about your existing campaigns and, if applicable, starting a petition on Causes. Send bulletins to update members on the goals and timeline for your campaign and post media that shows them why it's important. Petitions are a great way to get people directly involved in your work!

How do I start a petition?

You can start and manage a petition by logging into the Nonprofit Partner Center (<http://nonprofits.causes.com>) and clicking on the "Petitions" tab. There you can customize the petition (the who, what and how), feature it on your cause, ask other causes to feature it, email updates to all of the signers, and download all of the signatures. Our largest petition, "Medical Coverage For Breast Cancer Genetic Markers Testing for Family Members of Breast Cancer Patients," collected almost 3.5 million signatures!



There are many ways to promote your petition, but here are some tips to get started!

- Get the petition featured on as many causes as you can
- Post bulletins to your cause members about the petition
- Ask your top cause recruiters to promote the petition
- Ask your signers to each recruit a few friends
- Offer a prize or incentive to the people who gather the most signatures

How can Causes complement the advocacy work we're already doing?

- Post links to pertinent articles, videos or pictures on the cause
- Send bulletins with facts or stories about the issue you're working on
- Use the cause wall and bulletins to spread the word about letter writing or phone call campaigns your organization is coordinating

Sign up as a Nonprofit Partner: As a Nonprofit Partner, you will have access to the Partner Center, where we've built tools specifically designed for nonprofits. Sign up and log into your account at nonprofits.causes.com

To learn more, go to Causes Exchange at exchange.causes.com