



Building a Community on Causes

Why build a community?

Many nonprofits use social media to build a long-term community of supporters who can sustain the organization's work. A community that is strong in numbers and educated about your goals and impact will be much more likely to get involved in your fundraising and advocacy activities. Community strengthening also identifies volunteer leaders who can mobilize others on behalf of your campaigns.



What do I do first?

- Invite your personal network and tell them why the cause is important
- Encourage board members, employees, and active supporters to get involved
- Highlight the cause in your newsletter and on your website

What can I do on the cause to help recruit people?

- *Utilize News Feed:* You can post to your wall or set your status message with information and a link for the cause. This is posted to your friends' news feeds, letting even more people know about the cause.
- *Make your cause compelling:* Pay particular attention to the cause image, title, mission and positions. Use these pieces to explain why your work is important.
- *Use the features on the cause to encourage recruitment:* Customize your Welcome Note, post bulletins and post media to keep your supporters up to date. Reach out to your hall of fame members to get them more involved in the cause!

How do I promote my cause?

- Use online AND offline tactics to promote the cause
- Email your friends
- Ask your cause members and other supporters to invite their friends to the cause
- Throw an event and sign people up for the cause
- Be persistent – you can't build a community overnight

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