



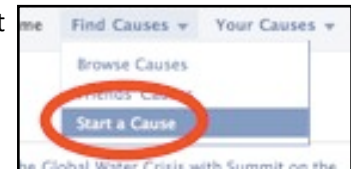
Get Started On Causes

What is a cause?

A cause is an online community of people who care about the same issue or nonprofit and want to accomplish one or more goals. A cause might be created by a concerned citizen, seasoned activist, or nonprofit employee. It can be used to raise awareness, advocate, educate, and/or fund raise, but its defining feature is that it enables information and actions to spread through decentralized social networks. Your nonprofit can be supported by an unlimited number of causes, whether created by you or your supporters. (Wondering why you'd want more than one cause? See the best practices entitled: "One vs. Many – Why Your Organization Would Want More than One Cause.")

How do I start a cause?

Go to the Causes application through Facebook or by going to www.causes.com. Under "Find Causes" at the top of the page, click "Start a Cause." Starting a cause is easy and quick – just enter in the information and select your nonprofit as the beneficiary of the cause from our database (powered by GuideStar – www.guidestar.org). After your cause is created, you'll need to start inviting your friends and promoting it to your network of supporters.



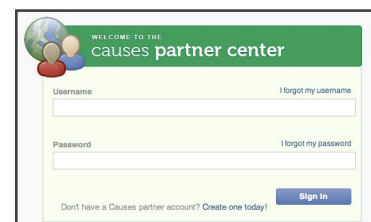
What makes a good cause?

Successful causes usually have compelling, urgent, and action-oriented names. For example, our largest cause is called "The Race to End Cancer," which has grown to almost 6 million members. Some cause names are simply the name of a nonprofit but we recommend titling your cause around the mission of your organization, such as "Fight for our Forests!" instead of just "Forest Help International" The test of a good cause name is if someone who had never heard of your organization saw your cause's name on a friend's Facebook profile, would s/he be compelled to click on it?

I'm a nonprofit employee – What do I do?

Creating a good cause is the first step. But you should also become a Causes nonprofit partner, which is free and gives you access to your Nonprofit Partner Center, the hub for activity and information about your nonprofit's presence on Causes. The Partner Center contains tools for communicating with the members of your causes, building relationships with other causes created for your nonprofit, and creating fundraising and advocacy campaigns.

Sign up as a Nonprofit Partner: To become a nonprofit partner, go to <http://nonprofits.causes.com> and click on "Don't have a Causes account? Create one today!"



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