



The Causes Guide for Nonprofits

What is Causes?

Causes is the world's largest platform for activism and philanthropy with 95 million users and \$19 million raised. We empower users to create grassroots communities, called "causes," that take action on behalf of a specific issue or nonprofit organization. Most nonprofits we work with have dozens of causes supporting them, and in all there are 350,000 causes on Facebook. Each cause includes features for communications, such as bulletins and a media board, as well as the ability to feature specific fundraising and advocacy campaigns.

How does Causes work?

Nonprofits and individuals activists and donors interact with one another through specific causes (i.e. online grassroots communities on Facebook). Nonprofits can send email, create campaigns, and share content with an unlimited number of causes (and their members) by using our Nonprofit Partner Center. We recommend that you encourage your supporters' enthusiasm by communicating with causes they've created on your behalf, instead of trying to build one monolithic cause on your own.



How do I get started?

- *Start a cause:* If your organization does not have a cause set up yet, go to www.causes.com to learn what's new at Causes and either start or join a cause.
- *Build a group of supporters:* Start by inviting your network of friends, family members and coworkers. Provide incentives for the person who recruits the most people to the cause.
- *Promote the cause:* Mention the cause in your monthly newsletter, on your website or in an email to your mailing list. Give your existing supporters another way to help out!
- *Start fundraising:* Set up a fundraising campaign in the Nonprofit Partner Center. You can focus the fundraising campaign on tangible and impactful goals that will help your cause members understand why you need their support!

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

WELCOME TO THE
causes partner center

Username [I forgot my username](#)

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[Don't have a Causes partner account? Create one today!](#)