



HelpAttack! for Causes

HelpAttack! is a way for your supporters to pledge and donate to you each time they do something online. Some pledge each time they Tweet, some pledge each time they Facebook, and some even pledge on the Tweets others post, or each time a #hashtag appears.

You've spent time developing your community, interacting, listening, and building a conversation. The last thing we would want you to do is turn that into a constant solicitation for donations. Still, you're probably curious about fundraising on social networks. You also know there are people out there ready to donate, but you aren't reaching them with direct mail, emails, or the donation form on your site. They've Liked your page and follow you, but what's next?

Use HelpAttack! to:

We might be crazy for saying it, but in most cases, we don't think that social media fundraising should be a full time, dedicated channel for your cause. Direct mail, events, and the donation form on your website, and your email lists are still the foundation of your fundraising efforts.

However, social media fundraising is useful, and can be incredibly successful, in certain situations. Our goal with HelpAttack! is to build a versatile set of tools you can use when the time is right. Giving via text message or SMS is perfect for disaster relief and immediate needs. We'd like you to consider HelpAttack! for a different set of situations.

- Keep new supporters moving up your engagement ladder. In your database, a large segment of younger supporters have Liked you on Facebook or follow you on Twitter. You reach out to these supporters, asking them to give each time they Tweet or update Facebook. Since they don't have to give right away, a number of supporters pledge, share their giving, and donate after they have formed more of a relationship.
- Your organization is holding a large gala event or a conference. Enough supporters are on social media, that a hashtag and realtime social media conversation are sure to coincide. What if your vendors, sponsors, and attendees were able to give a small amount with each Tweet or Facebook update they send while they learn, network, and have fun?
- A company has decided to make a large gift, but they want a portion of the gift to be used to drive awareness and cause marketing. Dell Children's Hospital convinces Dell to provide \$50k of matching funds whenever the #dellcares hashtag is used.



- A celebrity advocate on Twitter will be attending one of your events. As a leadup, they encourage their followers to give to you each time they Tweet. What if Ellen Degeneres asked her followers to give to The Gentle Barn anytime she Tweets about it?
- A bill concerning additional drilling in coastal areas approaches a key committee vote in the US Senate. After asking your supporters to sign a petition against the bill, you also ask them to give a small amount each time the chairperson of the committee Tweets. They might ignore a petition with 50,000 signatures, but they might look twice if their Tweets generate \$25,000 a pop for Oceana or the Surfrider Foundation.

Getting Started

It's easy. All you need to do is make sure your page on HelpAttack! is something people will respond to. You can add your cause on <http://helpattack.com> if it's not already in our database, and add embedded video, images, links and text to your page. Then, take what you know about your community and how they respond, craft a campaign, and deploy it.

There are no signup fees or monthly fees. HelpAttack! and our partners use 8.25% of donations to run operations, deliver the funds, and support our infrastructure. If you need custom messaging, donor data, or other services, just let us know.

Curious? Say hello to us at causes@helpattack.com.