



## The Industrial Revolution

of Social Media Cause Marketing

HelpAttack! is a way for cause supporters to give each time they Tweet or update Facebook. Donors can also give each time someone else Tweets, or when a hashtag or other term is mentioned on Twitter. HelpAttack! isn't just for non-profits; these tools can be used in a powerful way by public figures, celebrities, marketers, and public relations teams.

HelpAttack! isn't a new network or complicated dashboard you need to adopt. It works seamlessly with Twitter, Facebook, and the management and analytic tools you already use.

### Use HelpAttack! to:

#### Increase Impact

Supporters are usually asked to spread a message OR give. With HelpAttack!, they can do both, in a way that fits naturally with life online. Adding HelpAttack! to a brand's matching funds, or a cause's call to action, means you no longer have to choose between awareness and giving.

#### Get Someone's Attention

A bill approaches a vote in the Senate, relating to exploratory oil drilling near a national seashore. Passionate supporters of the environment could demonstrate how strongly they feel by choosing a wavering Senator's online activity for their donations. A public figure might ignore a petition signed by 75,000 people, but might take more serious notice if each Tweet from their account generated \$25,000 for the Surfrider Foundation. Show your clients the might of social media!

#### Fix A Mistake

What if @BPGlobalPR put up \$1MM in gulf cleanup matching funds if people donate every time the company Tweets about #cleanenergy? The message spreads farther than if they simply wrote a check and issued a press release.

What if Bob Parsons had a change of heart about handling the fracas around his big game hunts, and encouraged everyone to give to the Best Friends Animal Society when @GoDaddy Tweets?

Mistakes happen all the time, but how much farther would an apology spread - and how much more seriously would it be taken - if thousands of people were taking part?

### What You Do

- Understand your client, their goals, and messaging
- Deploy a media campaign using one of the strategies listed to the left
- Contact us and we'll get started!

### What We Do

- Build trusted, dynamic ways to donate via Facebook and Twitter
- Customize messaging as needed
- Allow you to choose any of the 1.6M nonprofits in the US
- Handle donations, and tax receipt compliance
- Provide our service to you for *free*



## The Donor Experience

Donors see a message from your client, a friend, or a cause they follow asking them to give whenever someone Tweets (your client, the cause, or another personality). They add the HelpAttack! Facebook or Twitter App, and decide how much to pledge. After that, they receive several emails about their pledge, and they can complete their donation at any time. During their pledge, most donors opt to send a few automated messages about their pledge, spreading the message further.

It's great for donors because they give a little (and feel good!) whenever they use social media. Donors also show their friends that they give, and how to give. Nonprofits and causes benefit when HelpAttack! donors broadcast their pledge and give month after month.

- Some of them will share their pledges, automatically or otherwise, and you can easily thank these donors and encourage others.
- "Slacktivism" or "Clicktivism" are watchwords for nonprofits. HelpAttack! moves beyond petition signing, Facebook Likes, and RTs to drive real action, giving, and change. When giving becomes a easy habit, it's much easier for donors to move up your engagement ladder.



- Our service works best when you've already invested in social media. If you only have a few followers or Likes, you may want to continue to strengthen your community first.
- Whenever your supporters share your message with friends, your network expands. HelpAttack! demonstrates to those friends that someone they know is committed enough to the cause to actually give, and that's very powerful.
- HelpAttack! isn't some new tool that you have to move your community to. We work within Twitter, Facebook, and other networks with your existing supporters. We'd never want to compete with your brand.

## Are You Curious?

We would be delighted to talk with you about your clients and goals, and to build dynamic, effective campaigns with you. We have additional materials for donors, nonprofits, and partners at [helpattack.com](http://helpattack.com).