



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:

Amplify Support

What if @LanceArmstrong asked his followers to give each time he Tweets about #livestrong? Donors can be far more involved with their favorite superhuman cyclist, gathered into a empowered online group: Giving and advocating.

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.

Fix A Mistake

What if @BPGlobalPR put up \$1MM in gulf cleanup matching funds if people donate every time the company Tweets? 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

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 you, 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 encouraging emails during their pledge. During their pledge, most donors opt to send a few automated messages about their pledge, spreading the message further. Donors can complete their donation at any time

HelpAttack! is 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.



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.