



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 a #tag or term appears on Twitter. This feature can be used in a powerful way by causes, public figures, celebrities, marketers, and public relations teams.

Use HelpAttack! to:

Unite a Community

When NBC's *The Biggest Loser* airs, fans discuss, vent, comment, and react on Twitter while using #biggestloser to find one another. The show also has a cause marketing tie-in with Feeding America, called the Pound for Pound Challenge. Encouraging fans to give (and matching their donations) via these hashtags would be a great way to strengthen their bond with the show, and fight obesity on a personal, community, and national level, and turn advocacy into action.

Empower Events and Conferences

Most conferences or events have a demographic who Tweet their experiences, and use a hashtag like #df11 or #ncvs to unify commentary. Event organizers could encourage attendees to give a small amount each time the hashtag is used. For example, Salesforce.com could encourage Dreamforce attendees to give to the Salesforce Foundation with each #df11 or #dreamforce, which helps nonprofits afford licenses and training.

Harness a Trend

Some hashtags become extremely popular on Twitter, and become trending topics - the 10 or 20 most mentioned terms of the moment. Often these hashtags are in reaction to news, controversy, or an emergency. What's missing? A way to quickly and easily convert this interest into concrete action! Text message donations resulted in more than \$100MM donated to the Red Cross after the 2004 Tsunami, Haiti earthquake, and other disasters. HelpAttack! not only makes Twitter a medium for giving, but also keeps donors involved after the news cycle moves on.

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*



What Donors 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. Most donors also opt to send a few automated messages about their pledge, spreading the message further. Donors can complete their donation at any time, and their friends can easily join or donate to their pledge.

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 combine a habit for using social media with their new habit of giving and advocacy.



Ehren Foss

I give to Greenlights for Nonprofit Success each '#txns' on Twitter join me!
<http://bit.ly/rg0II4>



Join Ehren and make a pledge!

Greenlights is a catalyst for extraordinary nonprofit performance. Greenlights h...

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Pocket changing the world!

 19 seconds ago via HelpAttack! App ·  · [Like](#) · [Comment](#)

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.