



## CafeGive Highlights Cause Marketing Programs Harnessing the Power of Facebook for Good in Q4.

*Local Campaigns that Give Back Using Facebook Generate Results.*

**Summary:** CafeGive shares some results of four Facebook cause marketing programs this quarter. The “Giving by CafeGive” social marketing platform is particularly appropriate for local companies and nonprofits to use when joining forces to engage consumers.

**Portland, OR** – CafeGive today shared results of four different Facebook marketing programs using their “Giving by CafeGive” platform. ‘Giving by CafeGive’ is a marketing platform and collection of applications, designed for Facebook and websites. It provides organizations and businesses with a comprehensive set of tools to raise awareness for their giving practices and to promote consumer participation.



“We are giving socially responsible companies the ability easily configure a [social marketing program](#) that is fully branded and cost effective. Our web and social media applications are simple to use and quick to launch with a variety of promotional options,” said Sandra Morris, Cafegive CEO. “ We are thrilled at the creative ways that these four campaigns produced results and the creative way that the businesses used our templates and guides to meet their goals.” “Giving byCafeGive” is a powerful way for businesses to showcase their social giving strategies, build momentum for their philanthropic activities and communicate directly with consumers using Facebook.” continued Morris.

Highlighted Facebook Campaigns:

Facebook Photo Voting Contest – Increased Facebook “likes” for a local Portland, Oregon Business by 14% in a two week period and benefitted 4 local charities. Fans participated in the campaign by “liking” the page, and voting on a set of 15 photos submitted by local amateur photographers. Visits and ‘likes’ both rose to new levels for the business gaining recognition for their involvement in local cause efforts.

Facebook Cause Awareness – Drove community awareness of a local sports team’s philanthropy efforts. During this campaign, sports’ fans were invited to learn more about a local non-profit’s projects, to vote on a favorite, and to enter to win two VIP tickets to an upcoming event. This is the first of a series the team will run to raise awareness of their good deeds, and local causes’ good works.

“Make the Match” – A matching donation fundraising campaign for a senior focused nonprofit, exceeded goal by over 22%. A local business and a local nonprofit worked together to create momentum for a matching donation. It was run through unique links from their websites and Facebook pages at the same time, and generated a lot of buzz and excitement about the business’ involvement.

“Fundraising with ‘Likes’” – A Facebook fan creation donation campaign exceeded the goal for this nonprofit dedicated to helping children. This campaign was designed to help build the nonprofit’s fanbase by offering a donation for every new ‘like’. During the campaign, they received an additional donor matching challenge to get their fan numbers even larger. To date, the campaign has increased their likes by 60, well exceeding the first challenge.

‘Giving by CafeGive’ has a wide selection of social giving applications, ranging from donation matching, virtual gifts, online stores, voting, contests, fundraising drives and events to benefit communities.

All [social giving applications](#) include the following key socialization features:

- Custom branded landing pages that are integrated with a website or Facebook pages and hosted by CafeGive.
- Automated sharing opportunities for consumers to invite friends to participate.
- Automated news feeds to increase awareness and encouragement to share posts.
- Compelling thank you and progress pages to encourage sharing and participation.

CafeGive has relationships with over 140 local and national causes and nonprofits to make it easy for business to connect with appropriate causes, or the platform can be used to develop campaigns based on existing relationships.

### **About CafeGive**

CafeGive connects businesses, causes and the people who care about them. ‘Giving by CafeGive’ delivers integrated online social giving and cause marketing campaigns on websites and Facebook for businesses, marketing agencies, bloggers and nonprofits to create branded interactive campaigns. ‘Giving by CafeGive’ solutions showcase and encourage donation stories, promote charitable works or cause marketing programs while building consumer awareness and loyalty. CafeGive is headquartered in Portland, Oregon. For more information visit [Giving by CafeGive](#).