



“Love Your Cause” Launches at CafeGive(R): Twice the Love --- Valentine’s Day Gifts that Give Back

CafeGive® has declared February "Love Your Cause" month, and to celebrate, has put together a special offer where 10% of the purchase price of gifts at select stores will benefit the cause you choose. CafeGive brings together nearly 100 nonprofit organizations and over 320 online stores to allow consumers to direct a portion of everything they purchase online toward the cause they care about.

Portland, OR (PRWEB) February 1, 2011 - [CafeGive](#), a shopping website where consumers' purchases earn money for a cause, is launching a special fundraising promotion for the month of February, [“Love Your Cause”](#). While purchases through CafeGive always benefit a nonprofit organization, this unique program provides consumers an opportunity to increase the benefit to their special cause when purchasing Valentine’s gifts. When consumers purchase from seven select online stores featuring flowers, chocolates, books and jewelry, CafeGive is increasing the benefit to participating nonprofits. Each purchase will yield 10% of the total purchase price to the nonprofit selected by the shopper.

Unlike most cause marketing campaigns, where the purchases benefit a nonprofit organization that the store or company designates, “Love Your Cause” at CafeGive allows each shopper to select and support the cause he or she feels most passionate about. CafeGive brings nearly [100 national and local nonprofit organizations](#) ranging from education and child services to animal welfare, environmental causes and international concerns together with over 320 retail stores to fund programs and to engage the organization’s supporter base in ‘shopping for a cause’.

CafeGive creates special promotions such as “Love Your Cause” so that consumers experience even greater benefit to their cause through their everyday purchases. In addition, to help consumers see how their purchases are helping a designated cause, “Love Your Cause” messages will automatically appear on the Facebook pages of the nonprofits, and a combined running total of all dollars earned will appear on CafeGive’s Facebook page.

“Online shopping is a way of life for me; it’s a way to take back hours in my week,” notes Heather Helmy, working mom, non-profit board member, and CafeGive shopper, “CafeGive has enhanced the online shopping experience by letting me complete my shopping efficiently while giving back at the same time. It’s not the only way I give, but CafeGive’s streamlined approach and special promotions like ‘Love Your Cause’ allow me to do even more.”



“CafeGive is dedicated to bringing the power of the internet and cause marketing to nonprofits that impact the community, whether it is a local Humane Society, a national educational program, or a regional conservation effort,” said Sandra Morris, CEO and founder of CafeGive. “‘Love Your Cause’ is a way to give back even more in February, and is designed to tap into the passion and appreciation that people have for their Valentine loved ones, and the nonprofit community.”

About CafeGive

CafeGive is a unique online shopping site that lets consumers shop for a cause. At no extra cost, CafeGive.com connects online shoppers to hundreds of high quality online merchants and nearly 100 local and national nonprofit organizations to earn for their causes. In addition, CafeGive provides social networking tools that allow nonprofits and consumers to create specific fundraising goals and extend their outreach to family and friends.