

## Rose City Rollers Selects Cafegive to Launch Facebook Campaign that Gives Back to Local Charity - Impact NW

**Selecting Giving by CafeGive social media applications for Facebook, Rose City Rollers to easily launched and promote their giving programs to activate, educate and engage their fans and community.**

Portland, OR – November 22, 2011 – CafeGive’s new 'Giving by CafeGive' cause marketing platform was selected by Rose City Rollers, Portland, Oregon's all female flat track roller derby league, to showcase their philanthropic activities, and increase consumer participation in all the fun of women’s roller derby using Facebook. This holiday season, the Rollers “giving a hand to our community” program asks roller derby fans to take a few moments and learn about their year-end contribution and the cause they are supporting through a simple Facebook vote.

Using the CafeGive Voting application, [Rose City Rollers](#) fans vote on which of three community programs at Impact NorthWest are the favorite of fans. The programs at Impact NW include supporting seniors, children or family. Rose City Rollers has committed a \$1,000 donation to Impact NW programs. This campaign is aimed at raising awareness of the work that NW Impact does in the Portland community, and to raise awareness of Rose City Roller’s support. After voting, as a bonus, fans can enter their email address for a chance to win a pair of special VIP passes to an upcoming derby bout. The voting and contest end on December 1, 2011.

Giving by CafeGive removes the barriers to creating and managing campaigns by providing an online platform that puts the power of social marketing in the hands of any organization, regardless of size. The platform offers a wide range of social marketing applications, ranging from gift matching, virtual gifts, online stores, voting, contests, and fundraising that can be easily created and affordably launched in a matter of days using the Giving by CafeGive platform.

“Giving back to our community is a bond that both CafeGive and the Rose City Rollers share - we are both passionate groups that love to make a difference.” commented Sandra Morris, CEO CafeGive.



**Rose City Rollers Giving a Hand to Our Community**

The Rose City Rollers pride ourselves on our commitment to the community. In addition to being engaged in Portland through bouts and community outreach, we also choose an organization each quarter, donate \$1,000 to them, and help spread the word about their good deeds. This quarter the Rose City Rollers are excited to partner with Impact NW and we'd love to hear what you appreciate most about this awesome charity.

Vote by Nov 30th. and be entered to win VIP passes

**I LOVE SENIORS**  
 Elders are the best! Impact NW helps make them safe and happy with services like transportation, meals & grocery shopping, medical & emotional supports, companionship & social activities. Vote for Elders!

**PEOPLE ARE THE COMMUNITY**  
 From time to time, we all need a little help. Impact NW provides shelter for thousands of families annually helping them to get on the path to prosperity. Vote your support!

**KIDS HAVE MY HEART**  
 Who can resist? Impact NW's childhood programs help develop kids for school and life. Our school age kids participate in programs and activities to improve their academics & to help form a positive vision of their future. VOTE for us!

MY VOTE MY VOTE MY VOTE

>>> VOTE <<<

“Our platform made it easy for the Rollers to create and extend their social giving activities on Facebook.”

### **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](#).

### **About Rose City Rollers**

The Rose City Rollers develop women of attitude, athleticism and passion to play a hard-hitting sport of speed and skill. As pioneers in the rebirth of roller derby RCR continues to foster its growth. The league’s goals are to serve our community by empowering women and girls, providing entertainment for our fans and supporting charitable causes. (We are a 501(c)(3) non-profit, formed in 2004, and a founding member of the Women’s Flat Track Derby Association.)

### **About Impact NW**

Impact Nw serves over 60,000 residents of Multnomah, Clark, Washington and Clackamas Counties and parts of Washington, including children, families, seniors and adults with disabilities.