



## Giving by CafeGive Helps Portland Nursery Serve Up Two Community Programs, With a Little Fun on the Side.

Portland Nursery, like many small businesses across the US, actively gives back to the community. These businesses are aligning themselves with relevant issues or causes using the Giving by CafeGive platform to showcase their good works, and increase the success of their community giving efforts. Selecting from a variety Giving by CafeGive social media applications, small businesses can easily and affordably design and launch cause-based marketing initiatives that activate, promote and engage their customers and community.



Portland, Oregon – CafeGive’s new [‘Giving by CafeGive’](#) cause marketing platform allows businesses to showcase their social giving, raise awareness for their social giving practices, and to promote consumer participation in fun and engaging ways. The platform offers a wide range of social marketing applications, ranging from gift matching, virtual gifts, online stores, voting, contests, and fundraising drives to benefit causes. Giving by CafeGive removes the barriers to create and manage campaigns by providing an online platform that puts the power of social marketing in the hands of every business regardless of size.

Like many small businesses in the U.S, the business owners and employees of locally owned Portland Nursery have a strong sense of community and giving back. Using two powerful social marketing applications on the Giving by CafeGive platform, Portland Nursery was able to move their philanthropy efforts online. In conjunction with their 24th annual Apple & Pear Tasting Event (October 14-23), the nursery added a social voting photo contest and an online matching donation program to the event.

### Portland Nursery Photo Contest

Portland Nursery recently selected 15 photo finalists (from over 200 entries) and is inviting everyone to visit their [Portland Nursery Photo Contest](#) on Facebook between Oct 10-23, 2011 and help select the winning photographs. Visitors need to “like” Portland Nursery to vote for their favorite photo in each category. After voting, they are presented with voting result status, and are encouraged to ask friends to join in.

The winning photographers will receive a \$100 Portland Nursery gift certificate and select a charity to receive a \$600 donation provided by Whitney Farms - a Northwest favorite plant food and soil enrichment provider using the finest natural ingredients.

### Support Elders In Action and Make the Match

Long time Elder Friendly® Certified Business, Portland Nursery also donates a portion of the Apple Tasting Event sales to Elders in Action, a local cause dedicated to quality of life and reducing hunger for seniors. Portland Nursery is using Facebook to amplify their work around this cause. Everyone is encouraged to learn more about their efforts and make a donation at [Portland Nursery Supports Elders in Action](#) page. Portland Nursery will match the first \$1000 dollars raised as a reward for participation.

A variety of social marketing campaigns like these can be created and launched in a matter of days, easily and affordably using the Giving by CafeGive platform.

**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](#).