

# Your Cause.com

For Nonprofits



Supporters, volunteers, and donors can access a full array of social-media tools to fuel fundraising campaigns, expanding participation and interaction internally and externally.

# About Us

YourCause.com, a social media site, equips caring people with the power of the Internet to grow awareness, raise funds and volunteer for nonprofit organizations.

At YourCause.com everyone creates a personal 'cause' page with a mission to support and advocate for a charity they are most passionate about.



*We provide the tools, members bring the passion.*



## Cause Profile Features

- ❖ Personalized with mission statement, photos, blogs, video, etc.
- ❖ Can link and support up to five organizations
- ❖ Fundraising and volunteer tracking tools
- ❖ Share options to promote cause through social media

# HOW YOURCAUSE CAN HELP YOU



Expand and interact with your donor base with a **free, easy-to-update** charity page.

## On Your Charity Page:

- ❖ **Customize** your mission, contact information, and photos
- ❖ **Import** contacts to encourage loyal donors to participate, set goals, and expand awareness
- ❖ **Access** charity report for total linked members, amount raised, and top linked causes by donation
- ❖ **Schedule** events and have volunteers track hours on their cause profile
- ❖ **Send** thank you notes to your supporters

**Note:** All donations are securely processed through our online transaction partner Network for Good (a nonprofit). Network For Good has a processing fee of 4.75%. YourCause does not receive any percent of the donation or the processing fee. The full amount of the donation is tax deductible including the processing fee.

*"YourCause becomes a marketing platform for non-profits that would like to look to social media for more personal ways in which to get their message across—through another individual's support...It's through this Web page that your cause is promoted to your own social graph, and other users on YourCause."*



## BE A FEATURED CHARITY

Once a day YourCause features a charity!

**E-mail us to become featured**  
[charity@yourcause.com](mailto:charity@yourcause.com)

# EXAMPLE: CHARITY PAGE

**Charity Fundraising through Personal Web Pages - Your Cause - Mozilla Firefox**  
http://www.yourcause.com/Charities/776141976

**YourCause.com**  
Sign In or FREE Membership! Register Charities: 117

**SANKARA EYE FOUNDATION USA**  
1851 McCarthy Blvd, Suite 218, Milpitas, CA 95035 EDIN: 776141976

SEF's mission is to realize the goal of 20/20 vision for the people of India by the year 2020. SEF, USA is a 501 (c)(3) registered non-profit organization and all donations are tax exempt in the USA.

We initiate and drive community eye care activities in India by working with eye care organizations such as Sankara Eye Care Institutions, which runs the Sankara Eye Hospital in Coimbatore.

We have 8 hospitals up and running and are now getting ready to build our 9th and 10th facilities! To date we have performed over 500,000 FREE surgeries!

**Donate Now**

**Amount Raised**  
\$7,816.08

**Fundraising Goal**  
0 \$300000  
Total Raised: \$7816

**Actions**  
Add to My Charities  
View Charity Report  
Share this Page

**Latest Activity**

- Kalyani S started a new cause 21 hours ago
- Chirag Patel started a new cause 1 day ago
- Vivek Parekh started a new cause 1 day ago
- Tejas Kadia started a new cause 1 day ago
- Khushali Shah started a new cause 1 day ago
- Tanmay Kumar started a new cause 1 day ago
- Murali Krishnamurthy commented on SANKARA EYE FOUNDATION USA... 1 day ago
- sunil bala started a new cause 2 days ago
- Sumanth Rajagopal started a new cause 2 days ago
- sonal solanki started a new cause 5 days ago

**Linked Members**

- CHENGAPPA PULIANDA
- AMI SHAH
- Sundeep Kuntimad
- Sejal Dave
- MINAL PATEL
- Snehal Bhaldsna

**Get Started**  
Bank of America  
MEMBER SINCE

## Charity Information

- ❖ Logo
- ❖ Mission statement
- ❖ Contact

## User Interaction

- ❖ Live feed of latest activity
- ❖ Photos uploaded by members and organization
- ❖ Comments and discussion
- ❖ Charity news
- ❖ Preview of linked profiles

# EXAMPLE: ADMIN TOOLS

**YOUR Cause.com** | amychait | Sign Out | My Profile | Registered Charities: 17 | Search

**My Cause** | **Admin** | Home | How It Works | Causes | Volunteer | Charities | Celebrities

## SANKARA EYE FOUNDATION USA

1851 McCarthy Blvd, Suite 218, Milpitas, CA 95035 | EIN: 776141976

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We have 8 hospitals up and running and are now getting ready to build our 9th and 10th facilities! To date we have performed over 500,000 FREE surgeries!

Giftvision is the Admin | [Send Email to Charity](#)

Home | Media | Comments & News

**Administrator Options**

- Edit Logo Image
- Edit Mission Statement
- Edit Goal Tracker
- Edit IRS Category
- Add Photos
- Edit Contact Information
- Edit Website Information

**Amount Raised**  
\$7,816.08

**Fundraising Goal**  
\$300,000  
Total Raised: \$7616

**Actions**

- [Add to My Charities](#)
- [View Charity Report](#)
- [Share this Page](#)

With every purchase you make, you contribute to help stop diabetes.

[Get Started](#)

Bank of America

[Donate Now](#)

**Amount Raised**  
**\$7,816.08**

**Fundraising Goal**  
\$300,000  
Total Raised: \$7616

**Actions**

- [Add to My Charities](#)
- [View Charity Report](#)
- [Share this Page](#)

## Sharing Made Easy


Bookmark & Share

- Email
- Print
- Digg
- MySpace
- Facebook
- Twitter
- Favorites
- Delicious
- Google
- Live
- StumbleUpon
- More... (199)

Get AddThis for Firefox | AddThis

# EXAMPLE: CHARITY REPORT


### Charity Report





**SANKARA EYE FOUNDATION USA**


Total Linked Members: 39      Total Amount Raised: \$7,816.08


#### Top Linked Causes by Donation

- 

**Help to eradicate curable Blindness in India** by **MINAL PATEL** of Middletown NJ  
Total Donations: \$4,114.08      [View This Cause](#)
- 

**Eradicate Curable Blindness in India** by **Sejal Dave** of Piscataway NJ  
Total Donations: \$1,571.00      [View This Cause](#)
- 

**Giving the Gift of Vision** by **Alekya Rajanala** of Fremont CA  
Total Donations: \$780.00      [View This Cause](#)
- 

**Give the Gift of Vision** by **CHENGAPPA PULIANDA** of Corona CA  
Total Donations: \$200.00      [View This Cause](#)
- 

**Eradicate Curable Blindness in India** by **Raghavendra Gandadi** of Sunnyvale CA  
Total Donations: \$180.00      [View This Cause](#)

Results 1-5 Of 17      1 2 3 4 Next

## Review

- ❖ Total linked members
- ❖ Total amount raised
- ❖ Top linked causes by donation

## Every Donor Counts

\* MessageType  
Donation Thank You

\* Message Body  
*Plain text only, no HTML*  
Thank you for your donation!

Save      Cancel

*Set up an automated thank you note*

# Take the next step...

- ✓ Confirm your registration on Guidestar.org
- ✓ Go to YourCause.com and click “Sign Up Now” to create your cause profile
- ✓ FAX or email your 501 (c) 3 IRS letter to 214-889-4200 or [charity@yourcause.com](mailto:charity@yourcause.com)
- ✓ Receive a confirmation e-mail from YourCause for your Admin status
- ✓ Begin using your *free, powerful* tools to fuel your fundraising campaigns and interact with members

## Initiate Linked Members Faster

Import your contacts

**Step 1: Gather Your Contacts**

Automatically find your contacts from your webmail Or Add Email Address Manually (Each separated by a Comma)

Email Address:

Password:

Note: We don't save your password or email anyone without your permission.

**Step 2: Add Recipients from Address Book**

Your Address Book will open in a new window. Simply select the recipients you would like to share your cause with and click on 'Add Selected'. Their email address will appear in the 'To' Box Below

**Step 3: Compose your Message**

Address Book

To:

Subject: Amy Chait has shared their Cause page with you!

Message: Amy Chait recently created a Cause page on YourCause.com. The goal of this page is to raise awareness and donations for CREATIVE VISIONS FOUNDATION. Please help support Amy Chait's efforts by visiting this new page at the link below.  
<http://www.yourcause.com/amychait>

Personalized Message:

## CONTACT

For Nonprofit Inquiries

**Matthew Johl**

[mjohl@yourcause.com](mailto:mjohl@yourcause.com)

**Lizette Romero**

[lromero@yourcause.com](mailto:lromero@yourcause.com)

