



Are you on Facebook? Start a Cause for your Coat Drive!

Causes on Facebook is the world's largest online platform for social and political activity. And YOU can create a cause for your One Warm Coat drive – letting your friends, fans and family know how you are helping those in need in your community.

Step 1: Start Your Cause!

- To set up your One Warm Coat drive on Causes, sign-in to Facebook, and go to: <http://apps.facebook.com/causes/new>
- Include the collection dates, times and other information – perhaps the name of the Social Service Agency that will be receiving the coats. When it asks you to choose a nonprofit beneficiary, search and choose One Warm Coat! That way, even if a friend can't donate a coat, they can help. Once your cause is created, you can feature it on your profile and start recruiting!

Step 2: Recruit People to your Cause

- Invite all of your friends on Facebook to join and take the invite pledge to recruit 100 people to the cause
- Use Facebook messaging and the Causes "remind" feature to follow up with Friends. (You can find Remind under the "How You Are Helping" section of your Cause.)
- Thank everyone who joins and take the opportunity to remind them to invite their friends to donate a coat.
- Use the "share" button under the Cause photo to post to a mini-feed
- Put a link in your e-mail signature to your One Warm Coat Cause
- and remember to invite Sherri Wood or email her at Sherri@OneWarmCoat

Step 3: Update your Members about the Coat Drive

- Click "Post an Announcement" and you can write a message to all of the members of your cause.
- Post announcements when you reach milestones, set goals for how many coats you want to collect, and post information and details of your drive
- Remember to make it an interesting and compelling place to come back to – post photos, media coverage, songs, videos, and more!