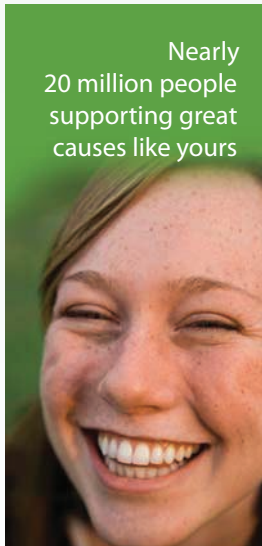


Care2 helps you  
**GROW.**



9,000 new  
people join  
Care2 every day



Nearly  
20 million people  
supporting great  
causes like yours



Care2 has helped  
over 750 nonprofits  
recruit millions of  
supporters

**With nearly 20 million members, Care2 is the largest online social network for people who want to ‘make a difference.’**

**Leading nonprofits** for years have turned to Care2 to recruit high quality online supporters from among Care2’s millions of civically active and engaged members.

**You can:**

- Acquire donor leads
- Drive site traffic
- Mobilize grassroots activists
- Conduct polls and surveys
- Grow email subscribers
- Foster education/outreach
- Recruit volunteers
- Spread news
- Obtain petition signatures
- Engage supporters
- Start groups

**Get Started Easily**

Care2’s expert campaigners work collaboratively with you to determine messaging. Next, Care2 does all the work to create, launch, track and report on the campaign, delivering the newly recruited online supporters’ contact information to you.

**Results-Based Campaigns**

Care2 delivers guaranteed results, on schedule and in large quantity – even hundreds of thousands of online supporters to a single organization. Nonprofits pay only for the supporters that Care2 actually delivers, eliminating the uncertainty of traditional impressions- based online advertising. Care2’s uniqueness guarantee ensures new names with every new campaign.

Certified



Corporation

Care2 is a certified B Corporation





"Where do you go when you need to recruit thousands of high-quality online activists at an affordable price? Care2. We've been recommending Care2 to our nonprofit clients for years."

-Marc Ruben, Vice President, eCampaigns, M+R Strategic Services

"We have always been impressed with Care2's ability to recruit tens of thousands of new high-quality Oceana activists in a short period of time."

-Maureen McGregor, Director E-Activism and Marketing, Oceana

"The Care2 team is a pleasure to work with -- responsive, helpful, and creative -- an excellent partner for growing our network of global advocates."

-Jenna Sauber, Senior Online Communications Associate, United Nations Foundation

"Of the sources we tested to recruit online constituents and subscribers, Care2 offered the best combination of quality, quantity and value."

-Vanessa Harbin, Online Fundraising Manager, Smithsonian Institution

"We broke even less than nine months after buying a lead acquisition campaign from Care2. Two years later, we've converted almost 10% of those Care2 leads into donors, and earned back more than twice the dollars we paid -- for a return on investment of 120%."

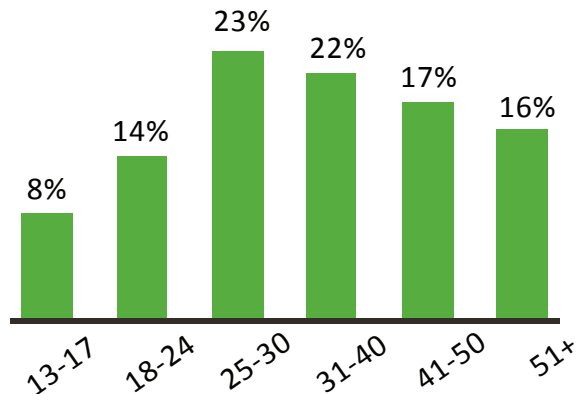
-Elise Fullerton, Donor Communication Manager, Alley Cat Allies

## Demographics & Network Profile

Education.....67% College Educated  
 Annual Household Income....65% >\$75,000  
 Gender.....75% Female  
 Average Age.....39 years  
 Monthly Uniques.....14 million  
 Extended Network Audience.....150+ million  
 Total Membership.....20 million  
 Daily Visitors.....300,000  
 Average Site Visit.....10 minutes

Care2's Media Partner Network features over 200 media sites (including Grist, The Nation, The American Prospect, Mother Jones, Talking Points Memo, Treehugger, MTV, Animal Planet, Ms. Magazine, and Technorati) who extend the reach and visibility of your campaign via their websites and email messages to millions of unique citizens each month. Best of all, the extended reach of Care2's Media Partner Network comes to you at zero cost.

## Age Distribution



## Some of Care2's Clients

