

# Care2 helps you **GROW.**

with the Employer Matching Tracker<sup>SM</sup> & Social Network Tracker<sup>SM</sup>

More than  
13 million people  
supporting great  
causes like yours



Care2 has helped  
over 500 nonprofits  
recruit millions of  
supporters



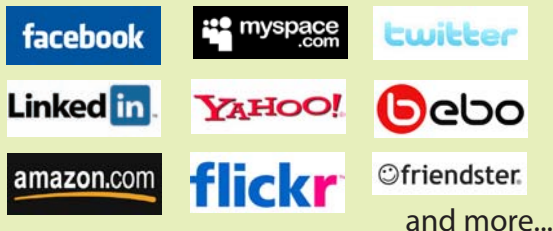
**There's a huge opportunity** being missed for increasing the amount of donations raised online through matching gift programs of your constituents' employers. In most cases this is because people don't realize their employers have these programs.

In social network campaigns, nonprofits find that the communication tools are inefficient for reaching people en masse. It's neither cost-effective nor profitable for organizations to spend valuable staff time building a social network presence, one friend at a time.

Care2's Employer Matching Tracker<sup>SM</sup> and Social Network Tracker<sup>SM</sup> enable you to increase the value of your campaign leads and house file from the very first day. How?

#### With our data you can:

- Double or triple the amount of money raised online through employer matching gift campaigns
- Recruit thousands of social network supporters
- Increase the pace of word of mouth campaigns
- Pinpoint super-activists and connectors
- Enable targeted messaging
- Boost the response rate of your campaigns
- Identify key demographic statistics: age, gender, employer, number of social networks, number of friends, etc.

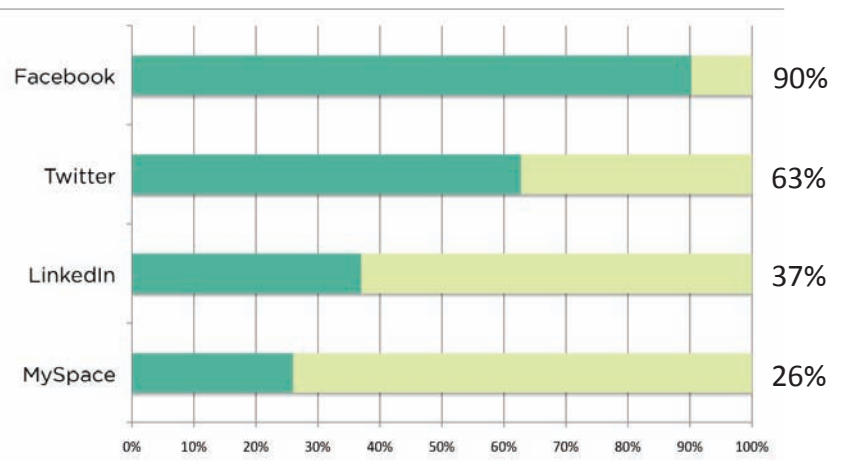


The **Employer Matching Tracker<sup>SM</sup>** and **Social Network Tracker<sup>SM</sup>** will help you get the most from your e-mail list:

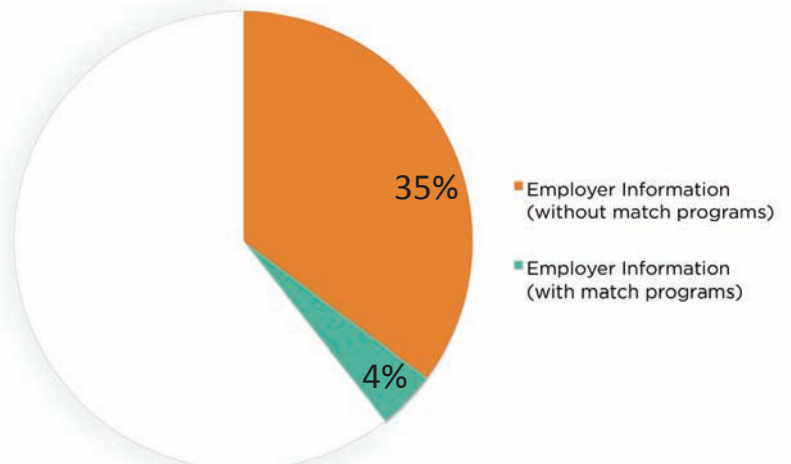
### Individual Analysis\*\*

- Number of social networks
- Number of friends
- Link to actual profile(s)
- Age
- Gender
- Employer
- Donor matching

### Social Network Participation



### Employer Analysis



"I don't have a question. I want to say THANK YOU, THANK YOU, THANK YOU for including information in my donor emails that tells me how to get my employer to match my donations. I work at Home Depot, and I had no idea they would match charitable donations. Thanks to that link in your emails, I have sent them documentation to get you the maximum amount they will match (\$1000).

I have so much fun on this site, reading and picking and choosing the projects. My fun is marred only by the fact that I don't have more money to spend here!"

-Anonymous\*

\* Care2 values the privacy of its members

\*\* Care2 matches information from our database against social networks and includes individual analysis when available