

CRAFTING CAUSE MARKETING PARTNERSHIPS WITH MEANING



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TWO TRUTHS AND A LIE



A man and a woman are shown in a scene where numerous US dollar bills are falling around them. The man, on the left, is bald, wearing sunglasses and a black t-shirt with red and white text. He has a thick gold chain around his neck and is looking upwards with his right hand raised. The woman, on the right, is wearing a black bucket hat and a black top, and is holding a large stack of US dollar bills. The background is a plain, light-colored wall. The text "NOT BY \$\$\$ ALONE" is overlaid in the center in a bold, white, sans-serif font.

NOT BY \$\$\$ ALONE



AUTHENTICITY

DO

SOMETHING

.ORG



TOP 5 CITIES IN THE U.S.

<i>New York City</i>	8,143,197
<i>DoSomething.org</i>	5,246,763
<i>Los Angeles</i>	3,844,829
<i>Chicago</i>	2,842,518
<i>Houston</i>	2,016,582
<i>Philadelphia</i>	1,463,281



RULES OF THE ROAD

- ▶ **MAKE SENSE**
- ▶ **SUPERSIZE YOUR STORY**
- ▶ **INSPIRE ACTION**
- ▶ **BE HONEST, NOT FLAWLESS**



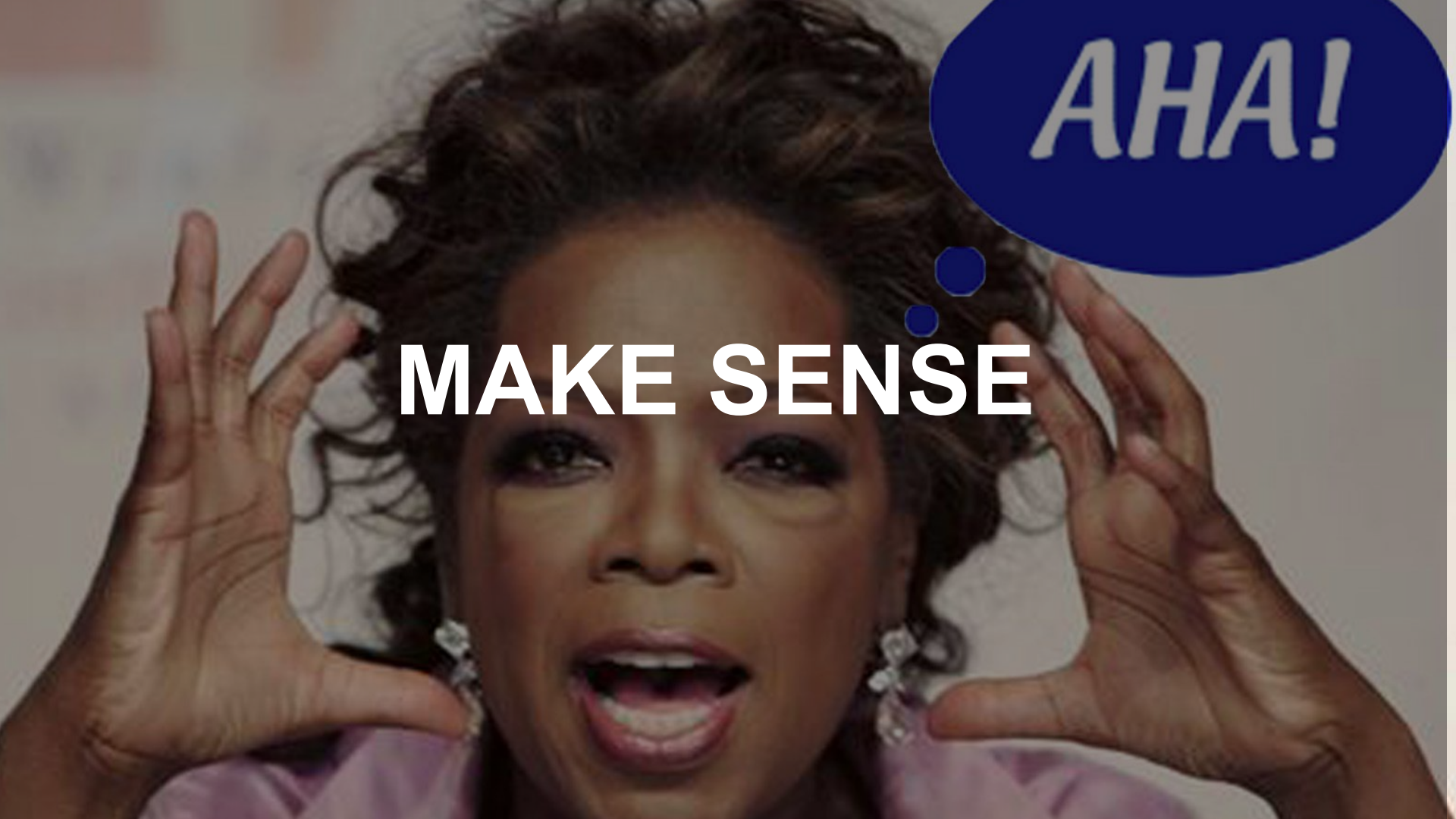
CASE STUDY

Thumb Wars

POWERED BY: **Sprint** 








AHA!

MAKE SENSE

The image features three McDonald's Super Size cups and one Super Size fries cup. The cups are arranged in a row against a dark blue background. The cups are white with a red band and a yellow band. The McDonald's logo is visible on the top of each cup. The words "Super Size" are printed in large, bold, white letters on the red band of each cup. The fries cup is on the right, filled with golden-brown fries.

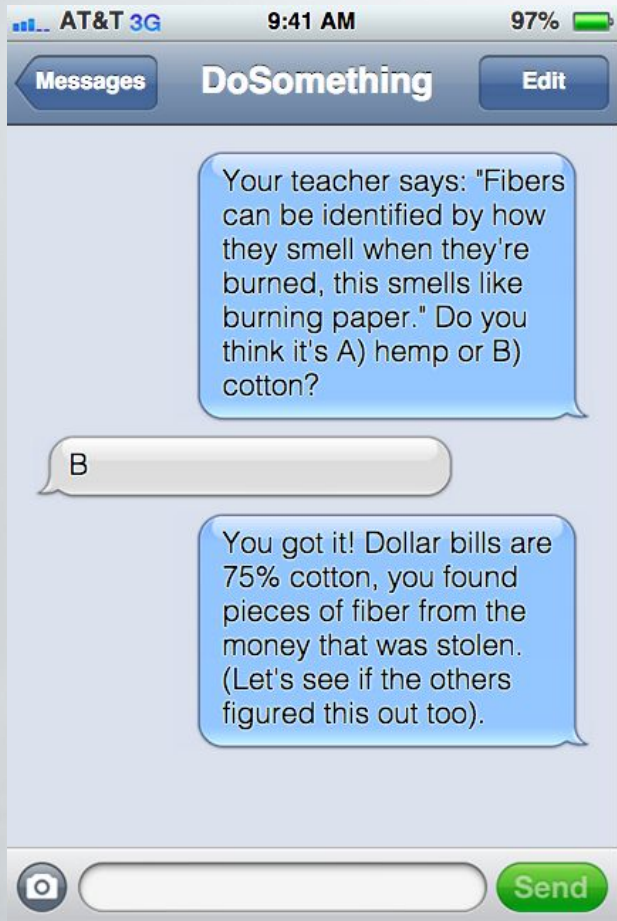
SUPERSIZE YOUR STORY

CASE STUDY

Science Sleuth

POWERED BY: **3M**







JKCP @jkcp · Oct 20
Girl Power! Students in our App Development class! #ScienceSleuth #STEM

9 17



DoSomething.org @dosomething · Oct 20

Q1: How did you first know you wanted to pursue science?

#ScienceSleuth #STEM



DoSomething.org Retweeted



TeenLife @TeenLifeMedia · Oct 20

TeenLife's CEO and President are both engineers due to strong encouragement/support from their parents + teachers. #sciencesleuth

1 6



DoSomething.org Retweeted



3M @3M · Oct 20

@dosomething A1: I always enjoyed math & #science classes. I had great teachers who encouraged me to follow my passions. -JD #ScienceSleuth

1 5

[View conversation](#)



DoSomething.org Retweeted



3M @3M · Oct 20

@dosomething I always loved 'getting my hands dirty' with home #science experiments like making silly putty from glue. -MM

1 2

[View conversation](#)



DoSomething.org Retweeted



roslyn-nicole ford @roslyn_nicole · Oct 20

@dosomething when i realized i needed to be the change i want to see in the world

2 10

[View conversation](#)

A man and a woman in cheerleader outfits are performing a routine. The man on the left is wearing a dark blue sweater with white and red stripes and a white sash that says "SPARTAN" in red. He has a surprised expression. The woman on the right is wearing a similar outfit and has her mouth open as if shouting or singing. The background features a window with a chain-link fence pattern.

INSPIRE ACTION



CASE STUDY

Comeback Clothes

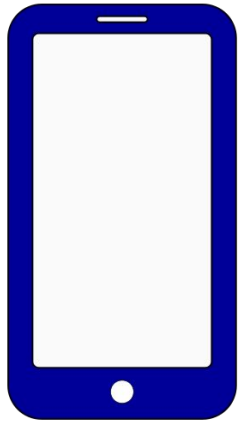
POWERED BY: *H&M*





Recycled over **341,000 lbs of clothes** at H&M in just 8 weeks, beating the prior year by 240%

TWO TRUTHS AND A LIE



83,000

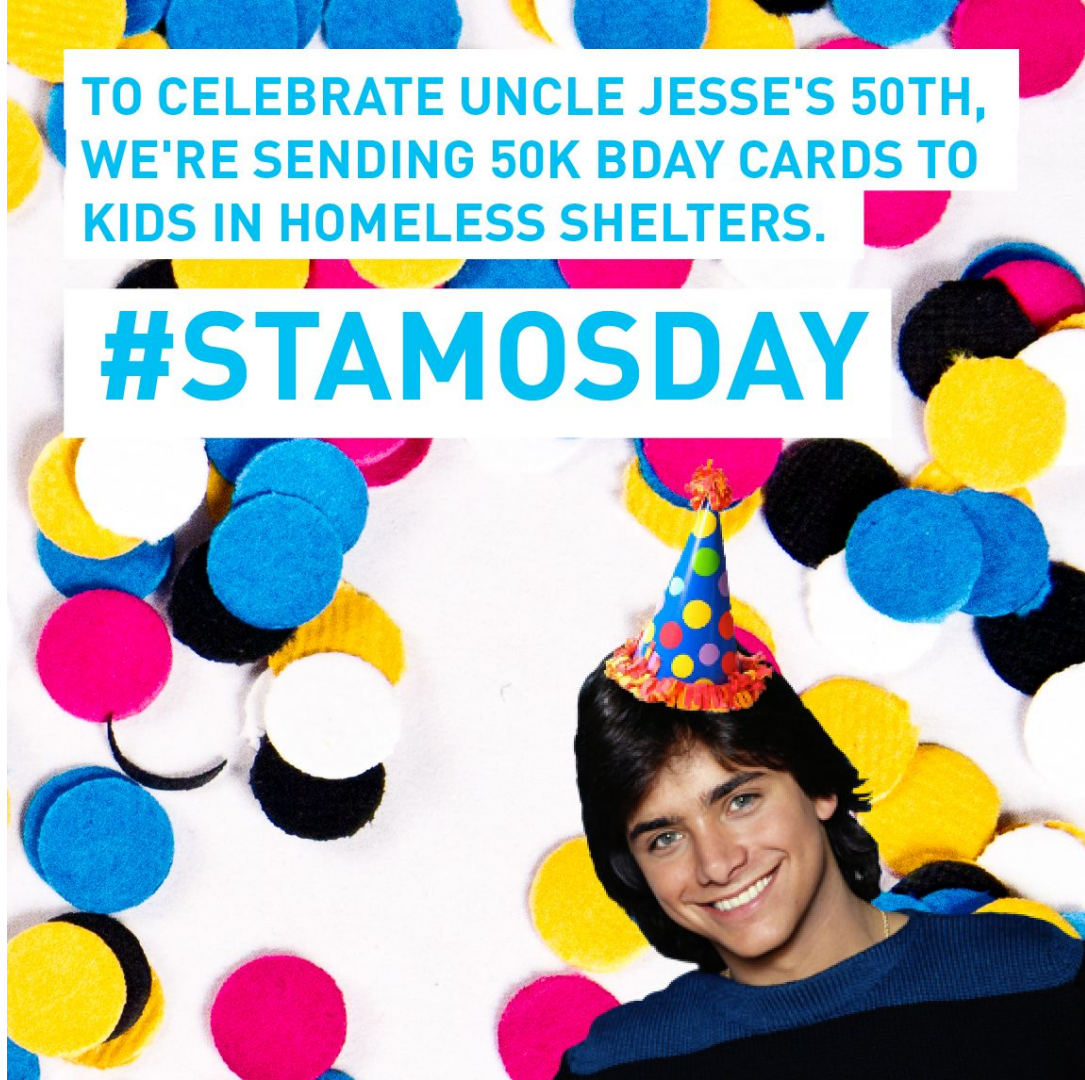
BIRTHDAY CARDS



Birthday Mail

**TO CELEBRATE UNCLE JESSE'S 50TH,
WE'RE SENDING 50K BDAY CARDS TO
KIDS IN HOMELESS SHELTERS.**

#STAMOSDAY



You're reading [Big, Loud, & Easy](#), the [DoSomething.org](#) blog.



How to Piss Off 2.1 Million People — and How to Make It Better

by Marah Lidey



PLAYLIST

I F*ed Up

Created by: [DoSomething.org](#) - 15 songs, 57 min


▶ PLAY

FOLLOW

...

FOLLOWERS

70

	SONG	ARTIST	ALBUM		
+	Apologize	OneRepublic	Dreaming Out Loud	2014-12-03	3:28
+	Sorry, Blame It On Me - Main	Akon	Sorry, Blame It On Me	2014-12-03	4:56
+	Sorry Seems To Be The Hardest Wo...	Elton John	To Be Continued...	2014-12-03	3:47
+	Baby Come Back	Player	The Best Of Player: Baby...	2014-12-03	4:14
+	If I Could Turn Back Time	Cher	Heart Of Stone	2014-12-03	4:00

A woman with long, wavy brown hair is performing on stage. She is wearing a black, long-sleeved, sequined fishnet bodysuit. She is holding a gold microphone in her right hand and has her left hand raised. The background is a solid blue color with some light bokeh effects.

BE HONEST, NOT FLAWLESS



1

KSI

Survey Score: 93
LAST YEAR'S RANK: 4 (+3)



2

PewDiePie

Survey Score: 92
LAST YEAR'S RANK: 3 (+1)



3

VanossGaming

Survey Score: 85
LAST YEAR'S RANK: N/A



4

Nigahiga

Survey Score: 83
LAST YEAR'S RANK: 5 (+1)



5

Smosh

Survey Score: 76
LAST YEAR'S RANK: 1 (-4)



6

Markiplier

Survey Score: 73
LAST YEAR'S RANK: N/A



7

Bruno Mars

Survey Score: 71
LAST YEAR'S RANK: N/A



8

Taylor Swift

Survey Score: 65
LAST YEAR'S RANK: N/A



9

The Fine Bros.

Survey Score: 62
LAST YEAR'S RANK: 2 (-7)



10

Jenna Marbles

Survey Score: 55
LAST YEAR'S RANK: 16 (+6)



11

Sky Does Minecraft

Survey Score: 50
LAST YEAR'S RANK: N/A



12

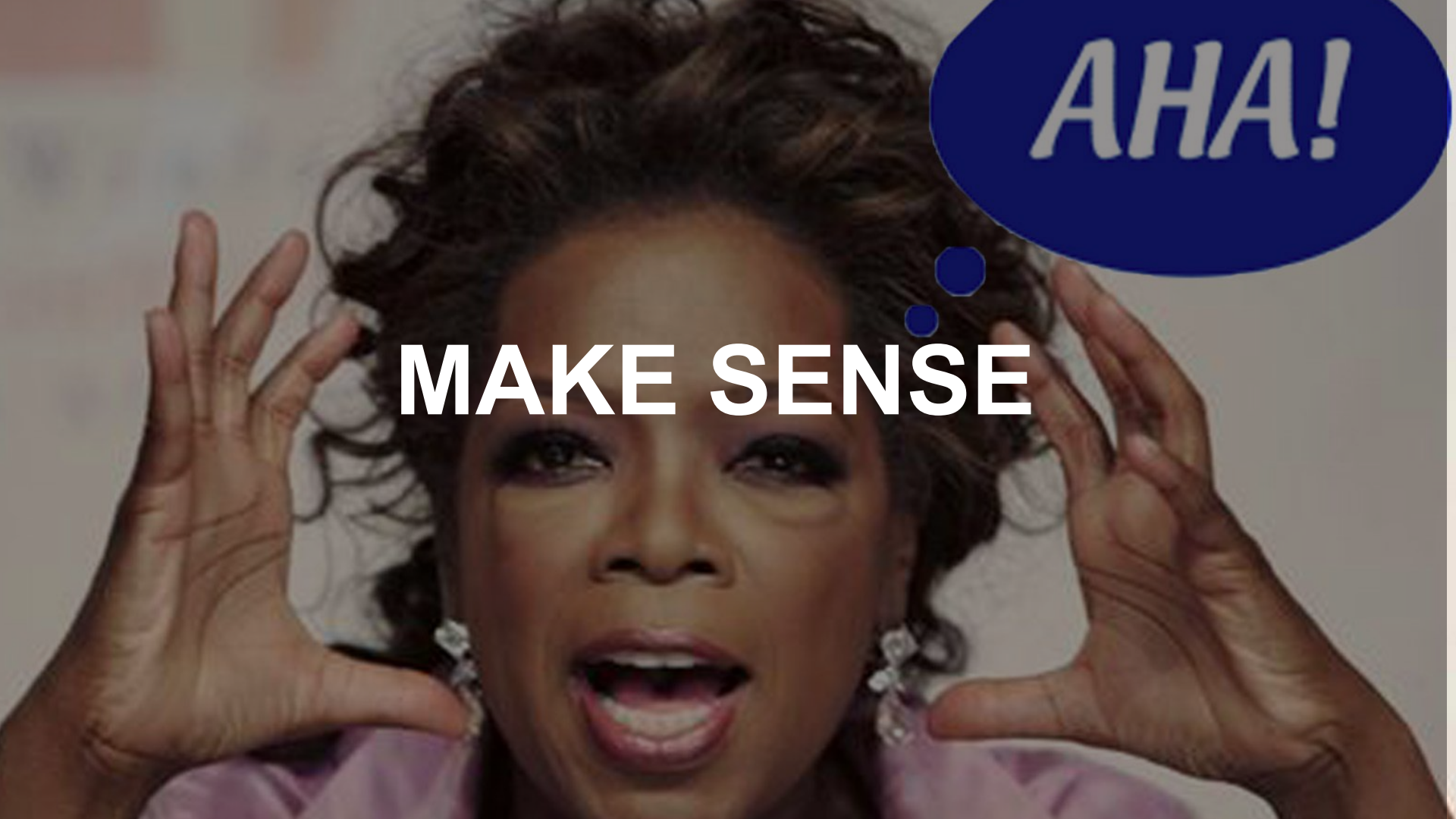
Morgan Freeman

Survey Score: 46
LAST YEAR'S RANK: N/A




FIGHT FOR THE USER





AHA!

MAKE SENSE

The image features three McDonald's Super Size cups and one Super Size fries cup. The cups are arranged in a row against a dark blue background. The cups are white with a red band and a yellow band. The McDonald's logo is visible on the top of each cup. The words "Super Size" are printed in large, bold, white letters on the red band of each cup. The fries cup is also white with a red band and a yellow band, and it is filled with golden-brown fries.

SUPERSIZE YOUR STORY

A man and a woman are shown in a gymnasium, wearing matching cheerleader outfits. The man on the left is wearing a dark blue sweater with white and red stripes and a white sash that says "SPARTAN" in red letters. He has a surprised or excited expression with his mouth open and hands raised. The woman on the right is also wearing a similar outfit and has her mouth open as if shouting or cheering. The background features a window with a chain-link fence pattern and a green wall.

INSPIRE ACTION

A woman with long, wavy brown hair is performing on stage. She is wearing a black, long-sleeved, sequined fishnet bodysuit. She is holding a gold microphone in her right hand and has her left hand raised. The background is a solid blue color with some light bokeh effects.

BE HONEST, NOT FLAWLESS



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