

care2
make a difference

ROOM 214

Me
The Market Element

Linhart PR

S STRENGTH IN MEMBERS

Naturally BOULDER

vermilion
design + interactive


sterling-rice group
www.srg.com

IMPACT HUB
Boulder

XERO shoes

FIG
FRESH IDEAS GROUP

AVERY BREWING
BOULDER, CO

OLOMOMO
BE NUTTY.

newhope
natural media
a division of Pentak

door to door organics

THIRD st

BIRCH BENDERS
MICRO-PANCAKERY


Ancient Harvest

Udi's
GLUTEN FREE FOODS


WhiteWave
FOODS

AN AFTERNOON OF DIGITAL MADNESS

Birch Benders “open kimono” critique session:

Panelists: Chuck Miller, The Market Element; Jason Cormier, Room214; Kaitlyn Viater, Linhart PR; Andrea Daily, Door to Door Organics; Lizzi Ackerman, Birch Benders Foods; and Matthew LaCasse, Birch Benders Foods.

The view from inside interview: Moderated by Carlotta Mast, New Hope. **Panelists:** Lori Anderson, WhiteWave; Suzanne Wolke, Udi’s; and Katie Proctor, Ancient Harvest.

Third Street Inc. “open kimono” critique session:

Panelists: Doug Zucker, SRG; Peter Genuardi, Strength in Members; Samantha Johnson, Vermillion; Whitney Petersen, FIG; and John Simmons, Third Street.

Closing keynote: Steven Sashen, XeroShoes





A woman with sunglasses and her arms raised in a crowd, with a green banner overlaid containing text.

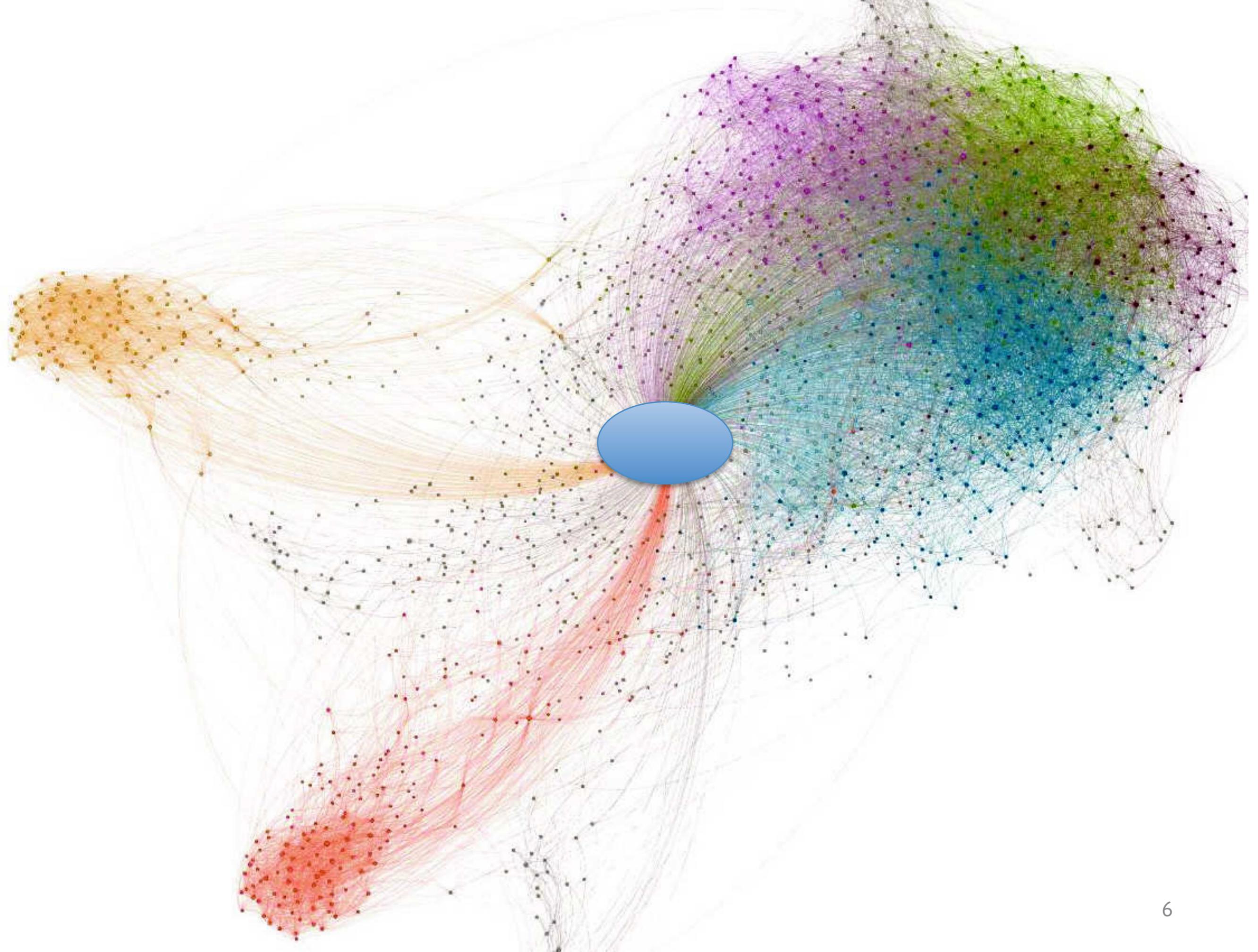
What would you do with thousands more Brand Advocates on your side?

Care logo with butterflies and the tagline 'make a difference'.

care
make a difference



Have you engaged the critical mass of your target audience - *your tribe* - online?





New Belgium Brewing ✓

✓ Liked ▼

✓ Following M

4.6 ★★★★★ (15,397 ratings)

470,295 likes · 13,295 talking about this · 65,347 were here

Brewery

Employee Owned | Alternatively Empowered | Makers of Fat Tire Ale

[About](#) - [Suggest an Edit](#)



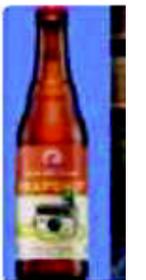
[Photos](#)



[Beer Mode](#)



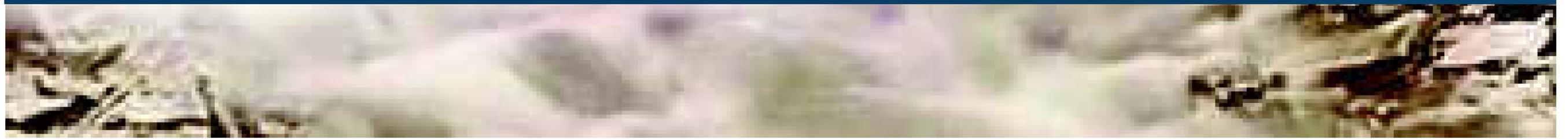
[Instagram](#)



[Videos](#)



With Facebook's recent changes, organic reach is diminished. You're perpetually "renting" your community.



Care2? It's an online ecosystem of goodness.

26+ million conscious consumers.

Since 1998, Care2 is the largest online social network community of people coming together to make a difference.

- 26+ Million Members
- 18 Million Unique Visitors
- 200+ Million signatures
- 1,500+ nonprofit and brand clients
- 250 media partner network

START A PETITION 26,790,321 members: the world's largest community for good

108 | 0 | 89

care2 PETITIONS CAUSES HEALTHY LIVING REWARDS

FOOD HEALTH LOVE + SEX NATURE PETS SPIRIT

what's new in HEALTHY LIVING

 8 Surprising Reasons Your Hair is Falling Out

MORE top stories

- 22 Fun Facts About Apples
- 9 Health Benefits of Sweet Potatoes
- Guide to October Gardening

view all

video SPOTLIGHT

 Bobo The Cat Loves Getting Vacuumed (Video)

To show our get \$5 off your purchase of \$25 or more

Chuck & D
Pet Food and Supplies

Find a Store »

stay in touch with us

get the healthy living newsletter
justincperkins@gmail.com

meet our writers

Kara Foran

 Kara is an editor at Care2's Healthy Living section. She's happily engaged with her readers, bright and lovely, whether they're a friend or a stranger online.

food + recipes

 9

How to Reduce Exposure to Alkylphenols Through Your Diet

Like 5 Tweet

health + wellness

 add

5 Ways to Avoid Pesticides In & Around Your Home

Like 5 Tweet

love + sex

 43

7 Little-Known Benefits of Sexual Dry

nature

 13

7 Ways Gardening Improves Your Body

**Activate
your tribe.**





"Teach and inspire me, and I'll follow you anywhere."

Basic

Human

Needs

Self-actualization

Creativity, Problem solving,
Authenticity, Spontaneity

Esteem

Self-esteem, Confidence, Achievement

Social Needs

Friends, Family

Safety and Security

Physiological Needs (survival)

Air, Shelter, Water, Food

WIFI



**Abraham
Maslow**

1908-1970

The father of humanistic psychology and creator of Maslow's Hierarchy of Needs.

1. HONE YOUR STORYTELLING
(Hint: you're not the hero).

Brand As Mentor

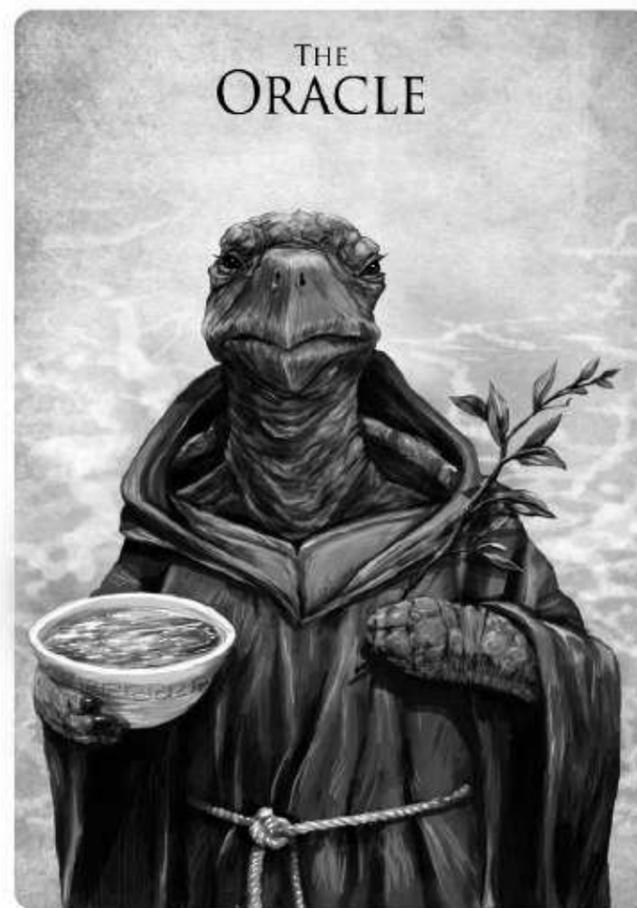
THE
REBEL



THE
CAPTAIN



THE
ORACLE



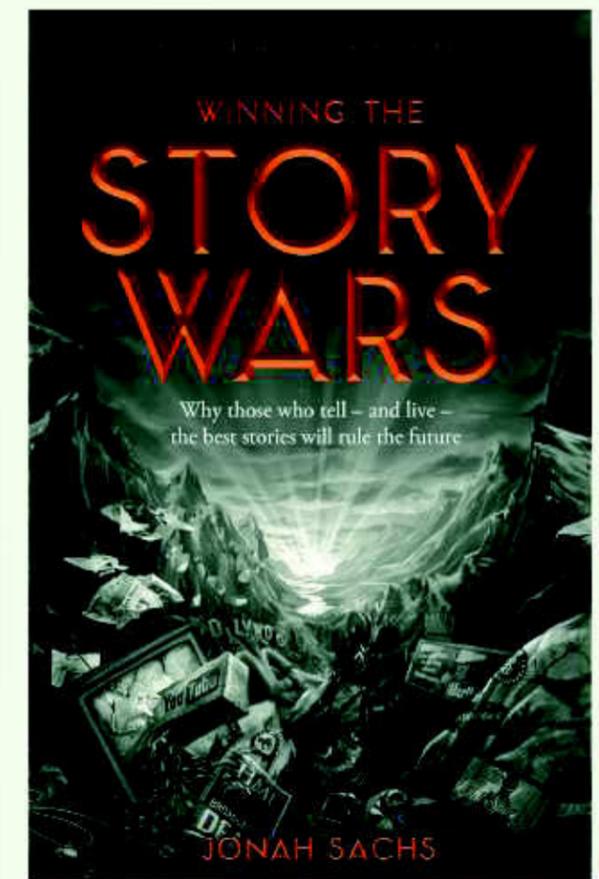
THE
PIONEER



THE
JESTER



THE
MAGICIAN



INSIDEHOOK



The life you're meant to live: **TRAVEL**

INSIDEHOOK'S

SPRING STYLE ISSUE



GET IT NOW

On the Waterfront

A secret, Brando-approved Polynesian getaway



SEND THIS TO YOUR FRIENDS:



Email



Like



Tweet



Share

INSIDEHOOK'S

**SPRING
STYLE
ISSUE**

2. KNOW THY TRIBE.

Who is your tribe?



prAna.
prAna.com

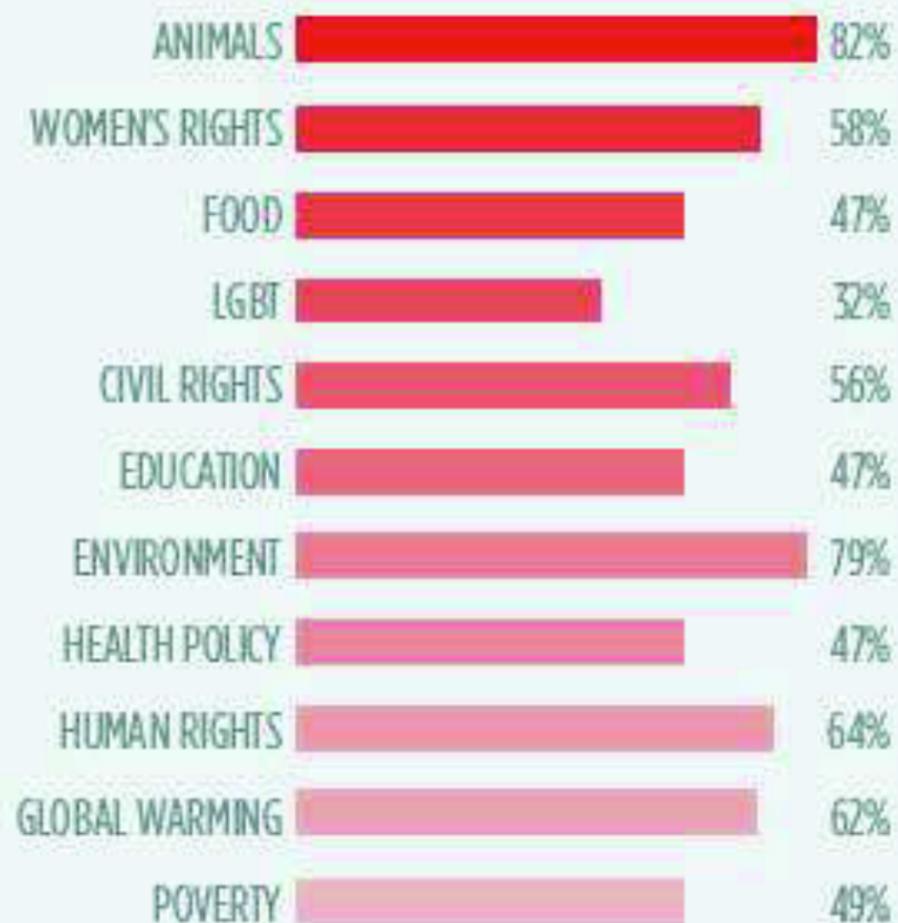
SHOP NOW >

Free Shipping*

THE CARE2 USER IS YOUR DONOR

We reached out to our 26 million Care2 members to talk to them about impact, volunteerism, and giving. What we learned was beyond exciting!

PASSIONATE ABOUT THE ISSUES



FEMALE

71%

77%

HAVE GIVEN
TO CHARITIES
IN THE LAST
12 MONTHS



LOVES & TRUSTS CARE2



GIVES TIME & MONEY



26 MILLION

CARE2 MEMBERS
STANDING TOGETHER
FOR GOOD

200+ MILLION

SIGNATURES ON
CARE2 PETITIONS &
GROWING DAILY!

1,500+

NONPROFIT
PARTNERS FROM
AROUND THE WORLD

the care2 audience



HALEY

- Under 30 yrs old (29% of users)
- Very active social life on and offline. In a committed relationship and has one pet.
- On Care2, Facebook, Twitter and other social networking sites obsessively. Loves to be the first “in the know”
- Considers herself to be a self-sufficient, and is more independent than most of her friends.
- Outspoken and opinionated.
- Socially conscious and cares about the environment.
- Health conscious, exercises regularly and prefers vegetables, fruits, whole grains and soy over dairy products and meat.

the care2 audience

MEMBER PROFILE #2

JILL

- 30-44 yrs old (30% of users)
- Does yoga several times a week.
- Very busy with a job, husband, two young children, and a pet.
- Owns her own house and works on it often.
- Checks the Care2 site for news, recipes, and ways to maintain a healthy home.
- Loves to garden with the kids.
- Looks at the ingredients of a product before she buys it.
- Prefers natural and chooses healthier when she can, especially when it comes to her children.



the care2 audience

MEMBER PROFILE #3



TRISH

- 45+ yrs old (41% of users)
- Enjoys hiking with her husband and two rescued dogs.
- Has more time to do the things that are important to her.
- Spend lots of time on the Care2 site and has made many friends.
- Donates to charities.
- Owns her own house.
- Is willing to pay more for healthier, greener products.
- Grows her own herbs and vegetables.
- Loves sending e-cards to her friends.
- Takes ethical considerations into account when investing her money.



Take The Pledge to Eat More Plants!

author: [Earth Balance](#)

signatures: 5,886



we've got **5,886 signatures**, help us get to 10,000

"Vegetarian" and "vegan" are no longer foreign concepts. With the release of food industry documentaries such as *Forks Over Knives* and several others, plant-based diets are getting a lot of attention for their health, environmental and social benefits.

Oprah, Martha Stewart, Ellen, Dr. Oz and many others have covered plant-based diets. Plus, countless influential activists and authors — including Alicia Silverstone, Ka Freston and Kris Carr — have shared the perks of a plant-based diet through books, articles, social media, blogs and cookbooks.

At Earth Balance® we are *Powered by Plants* and all our products are 100% vegetarian, non-GMO, lactose-free, egg-free, casein-free, have 0g trans fat, and did we mention taste is absolutely delicious? Because they are. At Earth Balance®, taste is king, and even our nut butters we make is tasty enough to stand strong on its own, but any of our products can be the perfect substitute in all your favorite cooking or baking recipes.

To put it simply: We use high quality ingredients. We're plant minded. And we're v... up the good stuff to share with everyone who follows a plant-based diet, suffers fr... allergies, or just wants to lead a more conscious and earth-loving life.

Pledge to "Eat More Plants" every day and discover how delicious plant-based eating can be.

you have the power to **create change.**

START SHARING AND WATCH YOUR IMPACT GROW

577 f share | 46 tweet | t share | 0 + share | 0 reddit | email | embed

Sign Pledge

Mr. Justin Perkins
 don't display my name
 justinperkins@gmail.com
 United States
 8015 Grasmere Dr Boulder
 Colorado 80301
 (optional)
 Why do you pledge to eat more plants?
 sign now
 share my signature on Facebook
 By signing, you accept Care2's [Terms of Service](#)
 Your email and postal address will remain private
 Having problems signing this? [Let us know.](#)

Earth Balance recruited over 3,000 new email subscribers and 900 shares + 6,000 pledges to eat a plant-based diet.



Go Vegan for Yourself and the World

author: [Abe's Market](#)

signatures: 73,705



AbesMarket.com



we've got 73,705 signatures, help us get to 100,000

What you eat makes a world of difference—for your health, for your values, even for the environment. For this reason, it's more important than ever that we think carefully about the food we choose to buy and consume.

Did you know that by going vegan, you're leaving a positive impact on the world? Here are some ways you can help:

- Not taking part in the animal cruelty
- Consuming food that is sustainable
- Increased energy levels from a diet
- Reducing the risk of diet-related health issues, even cancer
- Contributing positively to the world's food supply, as it takes less land and water to grow than is required for meat
- Avoiding the large amounts of hormones and antibiotics administered to farm animals

Being vegan is about taking ownership and responsibility for your own nutrition, and

Sign Pledge

Mr. ▾ Justin Perkins

don't display my name

justinperkins@gmail.com

United States ▾

8015 Grasmere Dr Boulder

Colorado ▾ 80301

(optional)

What's most important about going vegan to you?

sign now

share my signature on Facebook

By signing, you accept Care2's [Terms of Service](#)

Your email and postal address will remain private

Having problems signing this? [Let us know.](#)

Abe's Market recruited 100,000 new email subscribers in 2 months + saw thousands of social shares.

3. FOCUS.

Go small and deep to go big.

