

Dynamics of Cause Engagement



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About the Study

Objective

Showcase **trends** in **cause involvement** and evaluate the role of **online and offline** activities to foster **engagement**.

Methodology

Online survey conducted among a national sample of **2,000 American adults**, ages 18+



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We began this study with the belief that the **digital revolution** had **deeply changed** the way people **get involved with causes...**



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Change is **still in process**, and the **impact** of the digital revolution on **cause engagement** is yet to reach its **full potential**



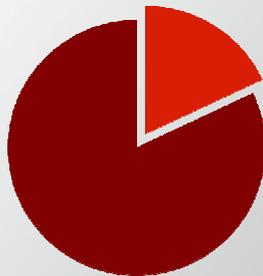
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Study Findings

Promotional **social media** activities are **not** the **first line of engagement** with causes and social issues.



Fewer than 1 in 5 Americans first become involved with a cause through promotional **social media** activities.



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Study Findings

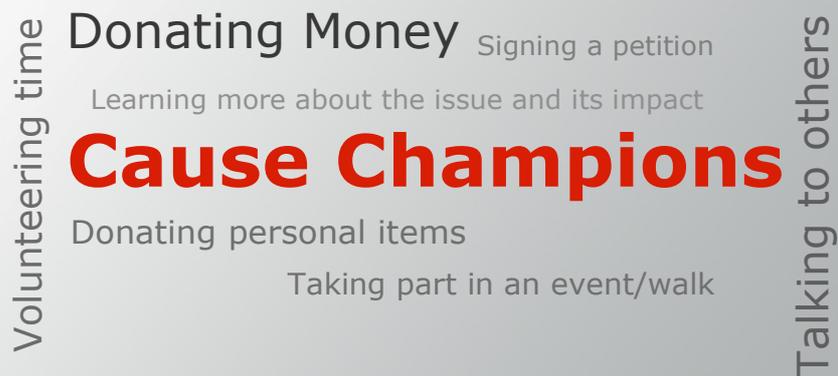


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Study Findings



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Study Findings

“Television & print media, personal relationships, and websites are still important conduits for learning about causes.”



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Social media has
tremendous potential to
broaden **engagement**



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Study Findings

- ✓ **1 in 4** turn to **social media** to **learn** and **talk** about causes.
- ✓ **More than half** of Americans feel that **social networking** sites allow people to **support causes more easily**.
- ✓ **40%** believe they can **get the word out** about a social issue through **social networking** sites.



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Study Findings

These numbers are **stronger** among:

- ✓ Women
- ✓ Younger generations (Gen X & Y)
- ✓ African Americans
- ✓ Hispanics



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Study Findings

Q: Does involvement with causes through promotional social media activities limit other means of cause engagement?



A: NO!



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Study Findings

This group:

- ✓ Is **as likely** to **donate money**
- ✓ Is **twice as likely** to **volunteer** and to take part in **events and walks**
- ✓ Participates in a significantly **higher number of different activities**

...than Americans who are not involved with causes through promotional social media activities



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Study Findings

“**Personal relevance drives engagement** and **social media** can provide new and different venues **for peer-to-peer communication and connection.**”



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Implications

Social media has been proven to have **tremendous potential to broaden engagement** with causes, especially among **women, African Americans, Hispanics,** and **younger** generations.



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Opportunity for organizations and practitioners to **deepen** the **connection** between a **cause** and its **supporters** through the **strategic** use of **social media**



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Implications

Extend Reach

Well-integrated social media outreach can **amplify** other activities and extend the overall reach.

Foster Engagement

Social media platforms provide **new ways** to **engage** consumers and can be **tailored** to be relevant to various **segments**.

Multiply Influence

When targeted and tailored, social media can provide an effective means of **turning cause supporters into cause influencers**.



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Implications

“**Social media** needs to be used **strategically** so as not to become a **driver of cause fatigue**.”

Almost **half of Americans** believe:

- Everybody “likes” causes on Facebook, and it **doesn't** really **mean anything**
- They get **too many emails** and messages about **causes** now



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Imperatives for successful cause engagement

- 1 Integrate multiple strategies
- 2 Use audience-based, tailored approaches
- 3 Reinforce a sense of community
- 4 Empower supporters
- 5 Foster an emotional connection



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Implications

1 Integrate multiple strategies

- ✓ Change the **"online versus offline"** mindset
- ✓ Give people a **wide variety of opportunities** to become engaged in your cause



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Implications

2 Use audience-based, tailored approaches

There is **no "one size fits all"**
formula for cause **engagement.**



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Implications

3 Reinforce a sense of community

Almost **two thirds** of Americans believe **supporting causes** makes them **feel** like they are **part of a community**.



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Implications

4 Empower supporters

Invite and empower cause supporters to be **agents of change** and **co-creators**.

Collaboration
is **everything**.



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Implications

- 5 Foster an emotional connection

Branding strategies can cultivate an emotional connection

Supporting a cause = self-identity + self-expression



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Looking Forward

COMING
SOON

- ✓ Publications
- ✓ Other Conferences
- ✓ Events



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Thank you!



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