

How web affects social causes

Subject Summary

Social media and the web have created an easier way for charities and other groups to raise awareness of social issues and to raise funds for these causes. Though it is easier to reach a larger number of people globally, there is an issue of being camouflaged by the myriad of other sites out there. How do they stand out? Who is legitimate? These can all be issues.

I will be focusing on the top sites and how social causes have changed over time, probably weighing heavily on the statistics of social media fundraising and cause awareness. Which sites are most popular and which are most successful.

h1: Using web for social causes

h2:

- Why should you use the web for your social causes?
- What's out there?
- How the web has changed fundraising efforts

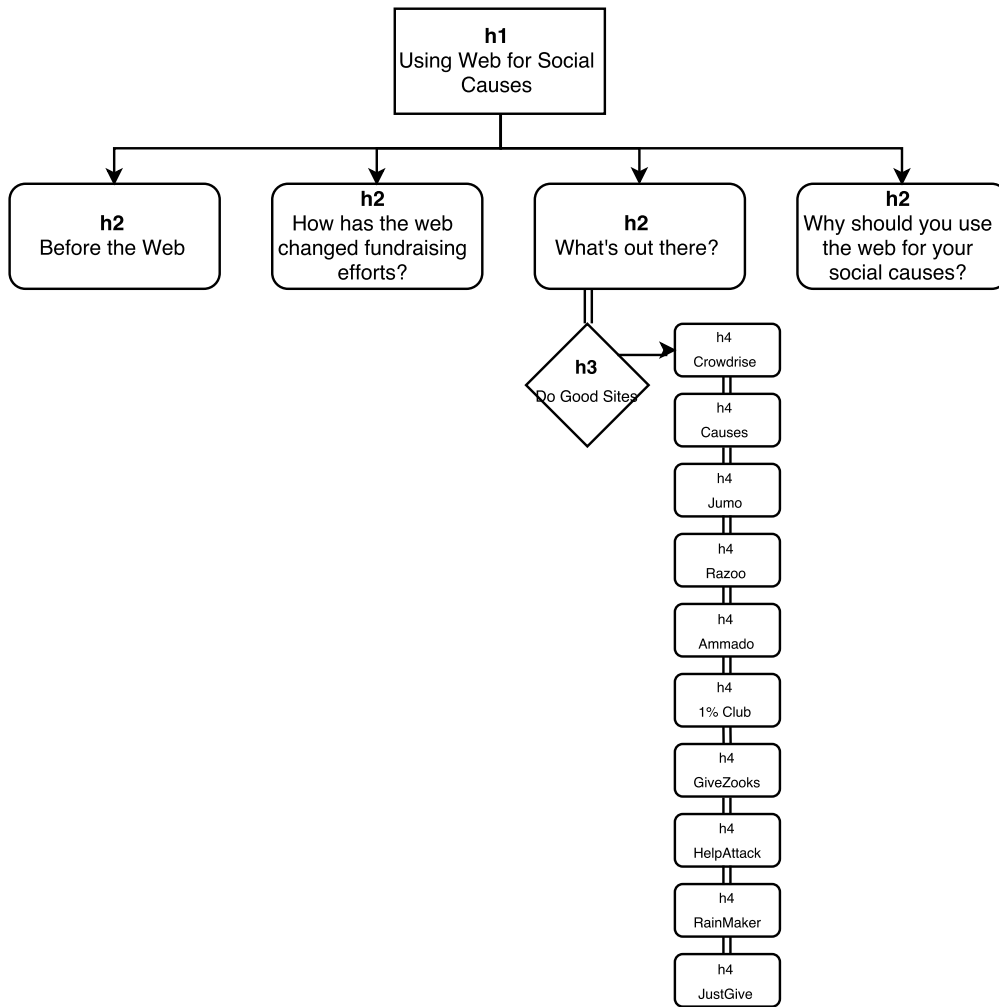
Some Resources:

12 Must Know Stats: <http://www.nptechforgood.com/2013/04/22/12-must-know-stats-about-social-media-fundraising-and-cause-awareness/>

9 Social Media for Good Sites You Should Know: <http://npengage.com/nonprofit-marketing/9-social-media-for-social-good-sites-you-should-know-about/>

<http://www.forbes.com/pictures/fgdm45fmm/rockethub/>

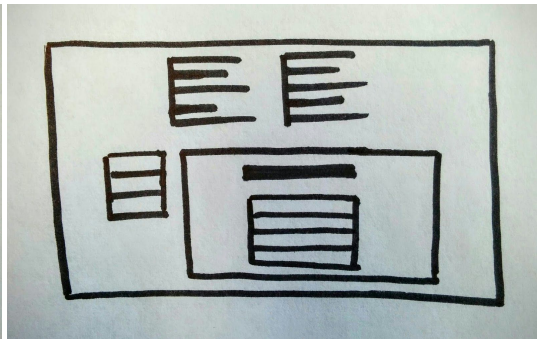
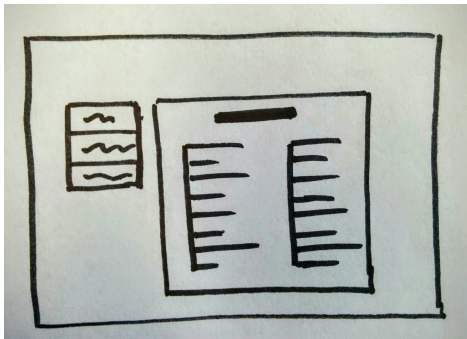
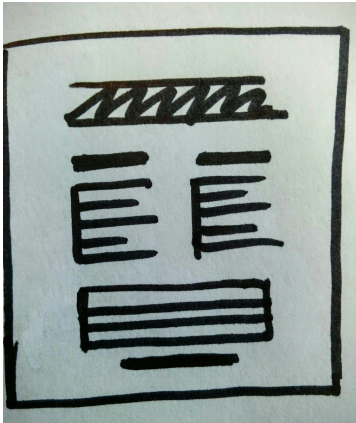
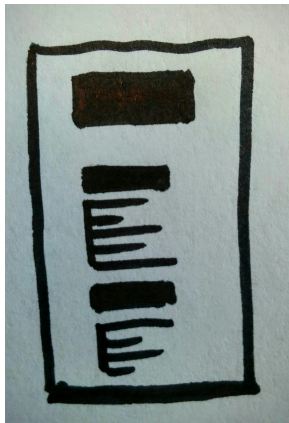
1. Using Web for Social Causes
 1. Before the web
 2. Whats out there?
 3. How the web has changed fundraising efforts
 4. Whats out there?
 5. Why should you use the web for your social causes?



Content Plan for my Topic Page:

Semantic UI: tabs, accordions, carousel, modal, sidebars, tooltips, dropdowns, 2-layer elements, slider, semantic cards

Headings	Content	Container
h1	Social Causes and the Web	section
h2	Before the web	p
h2	How has the web changed fundraising efforts?	tab/segment
h2	What's out there?	tab>segment>accordion
h4	Crowdrise	segment
h4	Causes	segment
h4	GiveZooks	segment
h4	JustGive	segment
h4	Global Giving	segment
h4	GoFundMe	segment
h4	KickStarter	segment
h4	Indiegogo	segment
h4	Crowdfunder	segment
h4	appbackr	segment
h4	MoolaHoop	segment
h2	Why should you use the web for your social causes?	tab/segment



Social Causes and the Web

Subhead

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

One Two Three

Subhead

Item One
Item Two
Item Three
Item Four

Social Causes and the Web

Subhead

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Subhead

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

First Tab

Second Tab

Third Tab

Subhead

