#OneBigTweet - A Revolution in Twitter Fundraising

Monday 3 April, 2017

Cafédirect Producers' Foundation is calling on slacktivists of the world to unite to help raise money for farmers in Africa, with just a couple of clicks, and without asking them for a single penny!

#OneBigTweet is a revolutionary new cashless charity campaign which is all about harnessing the power of social influence and asks individuals to donate their Twitter following rather than any cash.

The aim is to grow a community of supporters so big that it can be auctioned off to raise funds for Cafédirect Producers' Foundation projects in Africa and Latin America, to a buyer who will have the one-time opportunity to send the #OneBigTweet to this total audience.

The more followers donated for free by the public, the greater the potential reach and the greater the value of the tweet to potential buyers.

When sold, the #OneBigTweet will be automatically retweeted by everyone who has donated their followers. For the buyer, it's the equivalent of purchasing Twitter advertising but instead of paying the platform, the money is going directly to helping farmers in Africa and Latin America.

#OneBigTweet currently has 7.9 million followers donated and is valued at $118k but that number is on the rise.

It only takes 3 Simple Steps:

1. Visit Onebigtweet.com
2. Click Donate
3. That's it. It takes about 2 seconds, but the warm glow of doing good will probably last all day...

– ENDS –

Notes to editors

For further information, please contact harry@producersfoundation.org

About the Producers Foundation

The Cafédirect Producers' Foundation (CPF) is a UK-registered charity who works with smallholder farmers and their organisations. Their current programmes reach ~280,000 smallholder tea, coffee and cocoa smallholder farmers across 12 countries in Africa, Latin America and Asia.

The Cafédirect Producers' Foundation was established to be an organisation led by smallholder producers, for smallholder producers. CPF's model and approach focuses on creating opportunities for smallholders to share, build upon and strengthen this knowledge and expertise.

In practice, this means that the priorities of smallholder producers shape CPF's strategy, programmes and focus. This spans our governance structure, and how we work on a day-to-day basis:

- The Foundation is legally owned by the smallholder producers' organisations that CPF works with.
- The majority of CPF's Board members are smallholder farmers.
- CPF programmes are structured to enable smallholders to develop and implement their own projects.

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