Small charity grows a tweet to reach over 3 million people!

Monday 4 January, 2016

Cafédirect Producers' Foundation (CPF), a small charity based in London, has managed to grow a tweet that can reach over 3 million!

This exciting new disruptive fundraising campaign #OneBigTweet, which was 'hunted' on Product Hunt in its first week, has got off to a great start since launching last year. Inventor of the hashtag Chris Messina, fashion blogger Naomi Isted, MMA fighter Alex Reid, and charities Restless Development and the Fairtrade Foundation have joined musicians and activists to support #OneBigTweet: an innovative campaign that offers the public the chance to donate to CPF without spending a penny.

But what is it all about?

The idea is simple. CPF wants to grow #OneBigTweet so big that is can be auctioned for charity. The buyer will then be able to auto-retweet their #OneBigTweet from the accounts of supporters for one time only.

“When we looked around at the saturated fundraising market, we felt that there's not much chance for a small charity struggling to be noticed in this environment” said Katie Messick Maddox, Business Development & Investments Manager at CPF. “Rather than wanting to resort to the same old tactics, we at CPF want to set ourselves out from the crowd.”

Cafédirect Producers' Foundation won the Google Impact Challenge in July 2014 and used the £500,000 to launch their first subsidiary social Enterprise, WeFarm. They are always looking for new and exciting ways to build upon their past successes and engage with new audiences to have an even greater impact on the 280,000+ smallholder farmers in their global network.

“Our programmes with farmers look to support them in developing and sharing their innovations and knowledge with fellow farmers across our smallholder network,” says CPF General Manager, Claire Rhodes “#OneBigTweet is designed to reflect this by leveraging social media to create a new kind of crowd-funding movement.”

This is an exciting new way for charities to operate and CPF's hopes that its innovative approach can help affect a shift in how organisations go about raising funds.

Sign-up for free here: https://onebigtweet.com/

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