



**Mashable**  
The Social Media Guide

**URL:** <http://SummerofSocialGood.com> (Not Active)

**Campaign Dates:** June 1<sup>st</sup> to August 28<sup>th</sup>, 2009

**Event Details:**

Date: Friday, August 28<sup>th</sup>, 2009

Time: 9:00 am – 6:00 pm EST

Location: Event in collaboration with the world-renowned 92<sup>nd</sup> Street Y, New York City

**Charitable Partners:**

The Humane Society

Livestrong

WWF International

Oxfam America

**Campaign Partners:**

Current – Marketing and Promotion

Facebook – Marketing and Event Live Streaming

*Kompolt* – Marketing, Charity Relationship

GlobalGiving – Charity Relationship Platform, Marketing

Attention USA - Public Relations

**100 Word Project and Conference Brief:**

Mashable, The Social Media Guide, will utilize our social media reach on Twitter, Facebook, MySpace, LinkedIn, RSS and beyond to raise money for four charities. Combined with viral platforms and positive messages our goals will be to reach every corner of the social media web. The project will begin June 1<sup>st</sup>, 2009 and will continue until the “Mashable Social Good Conference” event at the 92<sup>nd</sup> Street Y in New York City on August 28<sup>th</sup>, 2009. At the event we will announce final donation totals and have internationally recognized speakers who are tied both into social media and the charity process.

**Key Marketing and Promotion Brief:**

As a “Top 25” Blog and Twitter user, Mashable will run a viral campaign unlike any other. We will utilize over 3 million unique visitors from our blog plus our combined following of over 700,000 (through our social networks and RSS) to share a “Donation Widget” that is highly optimized for social media spread. Through “Partners”, including PR, Television, Print and Online Media and “Word of Mouth Marketing” we aim to raise \$1,000,000 for our Charities (final goal amount to be determined prior launch date but not made public).