



CHEER!TY[®]
social good, done better

**CAUSE.
COMMUNITY.
CONTENT.**



**WE HELP PEOPLE & BRANDS WHO BELIEVE DEEPLY IN A CAUSE
GAIN MOMENTUM & IMPACT LIVES USING SOCIAL MEDIA**

CALL-TO-ACTION



STEP 1

SEE A POST ON SOCIAL MEDIA WITH A CALL TO BECOME PART OF A MOVEMENT



NO APP INSTALLS

NO DOWNLOADS

NO SIGN-UPS

STEP 2 THE CAMPAIGN OPENS SEAMLESSLY IN A SOCIAL BROWSER WHERE PEOPLE HAVE THE OPTION TO PARTICIPATE

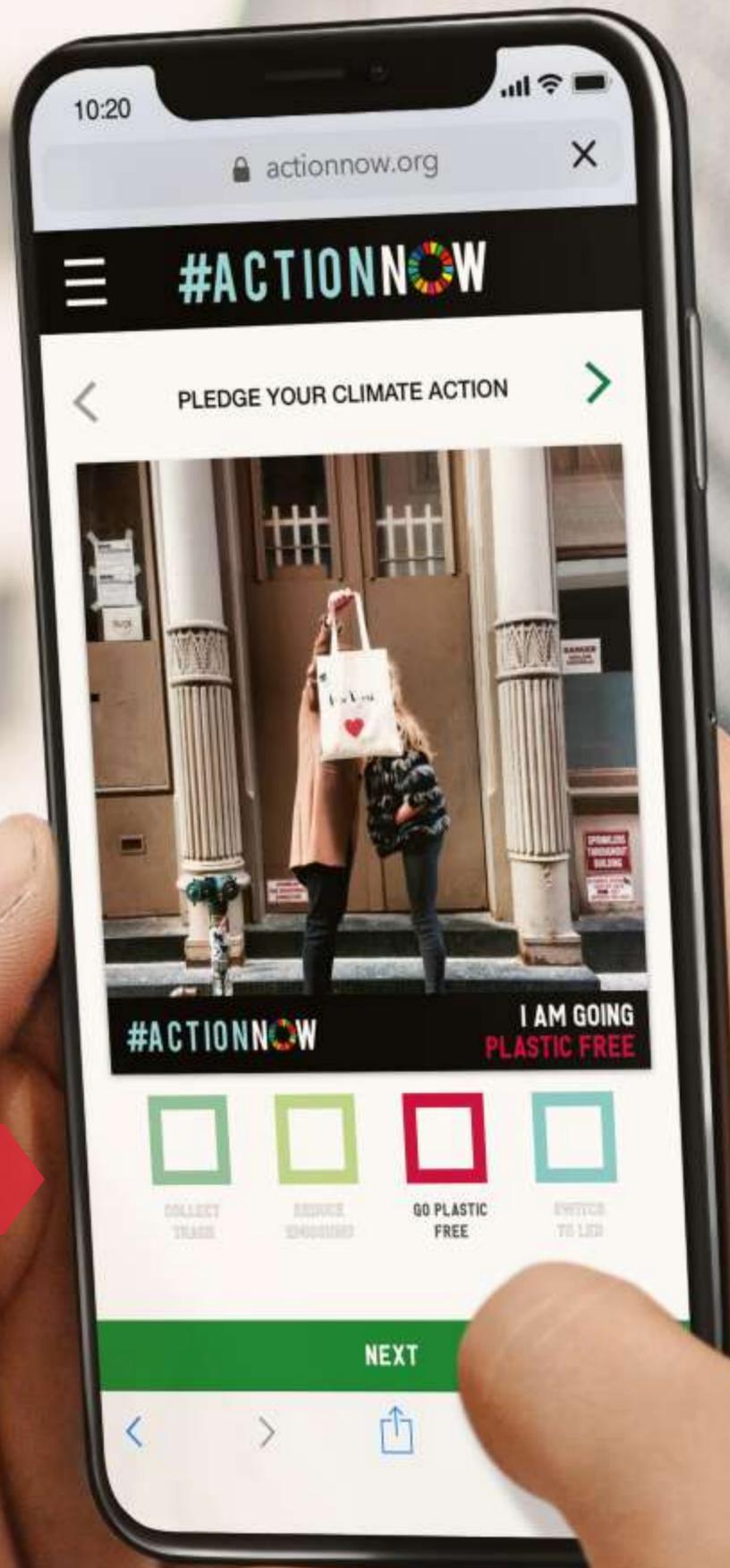
BRANDED EXPERIENCE



CUSTOM FRAMES

STEP 3

THEY UPLOAD THEIR PHOTO WHICH CAN BE CUSTOM BRANDED AND THEMED



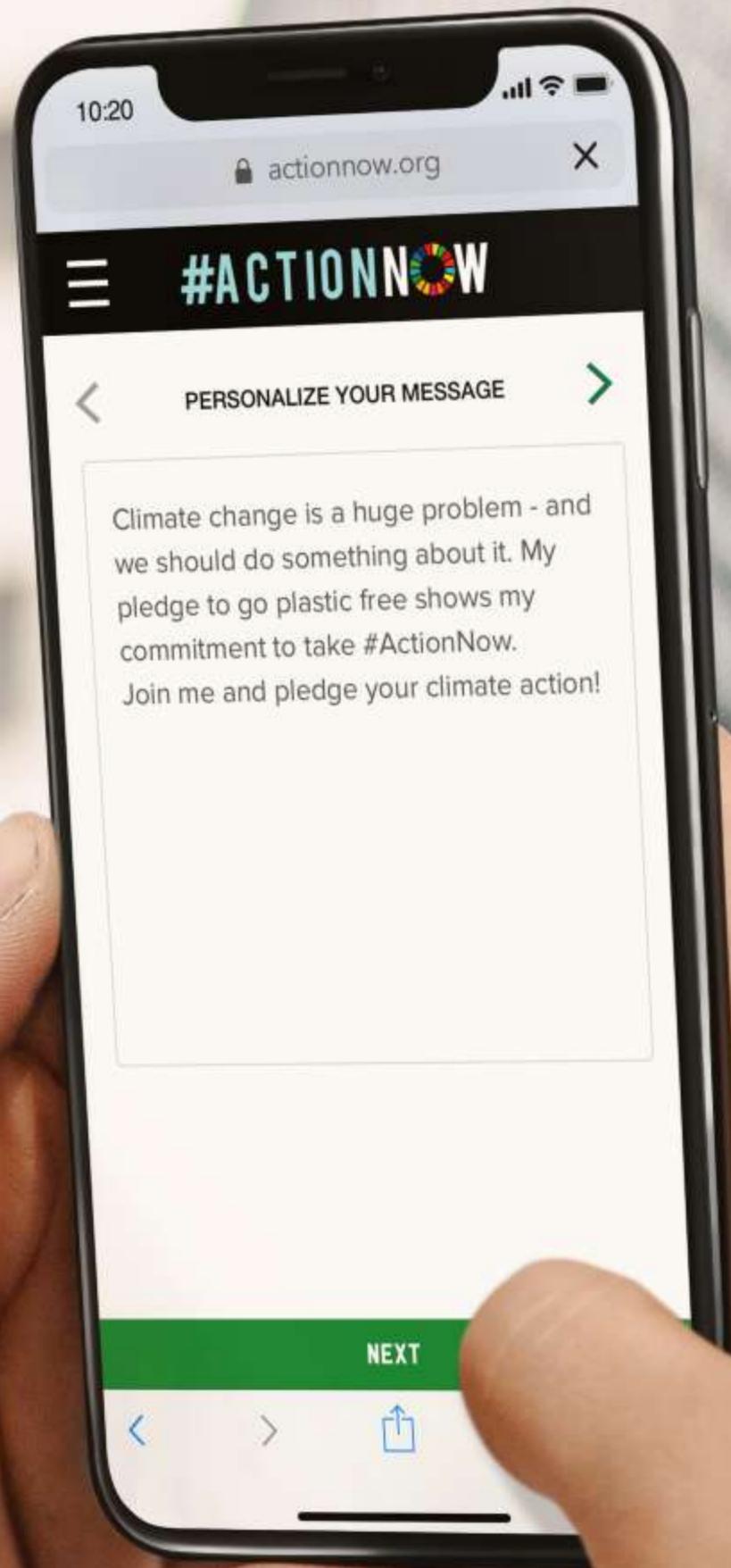
STEP 4

CAMPAIGNS CAN OFFER FRAMES, FILTERS, STICKERS OR TEXT INPUT

CAPTURE DATA

PRE-POPULATED

TAGGED

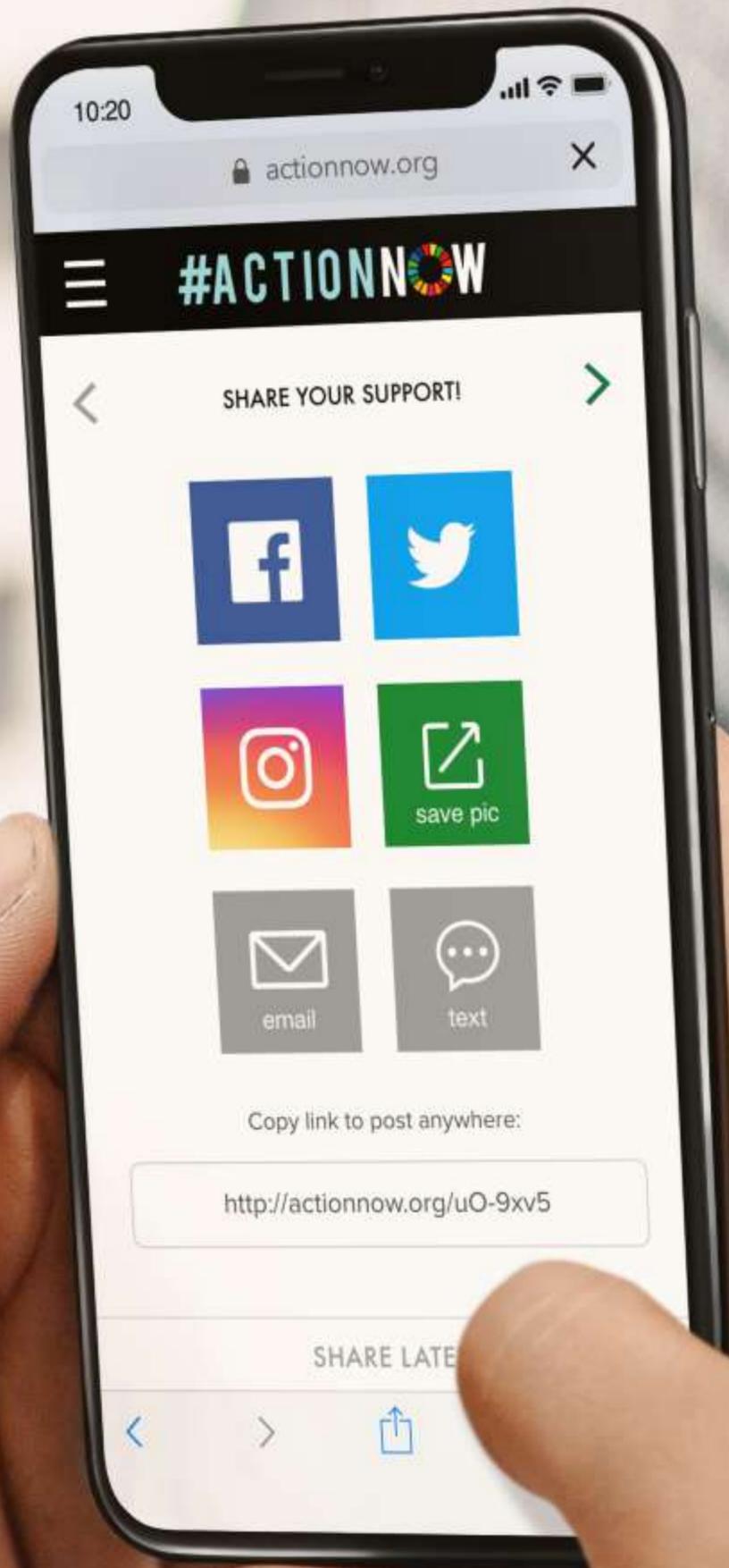


STEP 5

PARTICIPANTS SEE A SUGGESTED MESSAGE AND CAN CUSTOMIZE IT

CROSS-PLATFORM

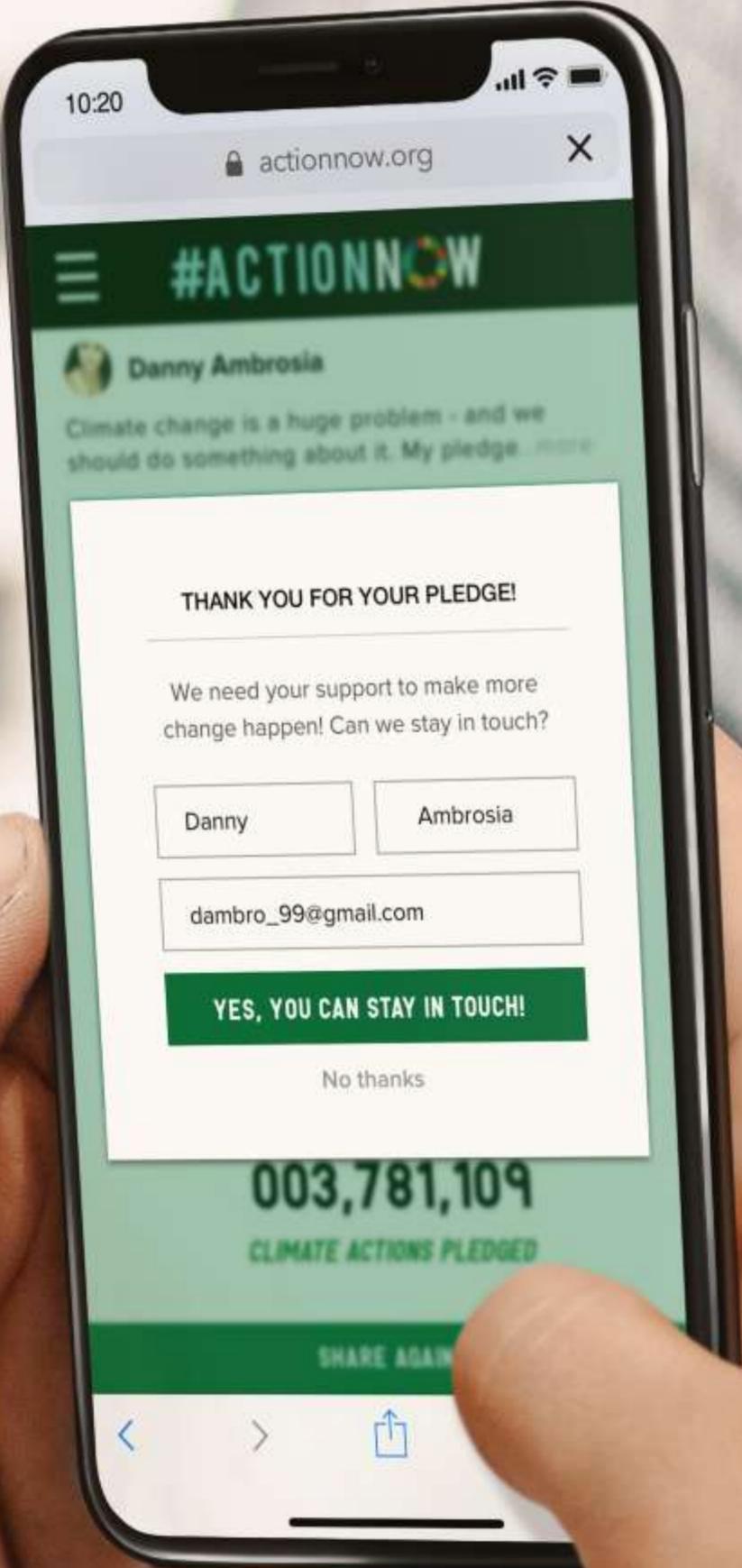
EMAIL ACQUISITION



STEP 6

THEY SELECT WHICH SOCIAL PLATFORM THEY WANT TO POST THEIR SUPPORT ON

OPTIONAL OFFER



STEP 7 ONCE POSTED, THEY GET A THANK YOU POP-UP THAT ASKS FOR THEIR EMAIL

THE CAMPAIGN REACHES NEW PARTICIPANTS
AND CAN QUICKLY BECOME A MOVEMENT



3 WAYS TO ACTIVATE

1.
DIGITAL

2.
PHYSICAL

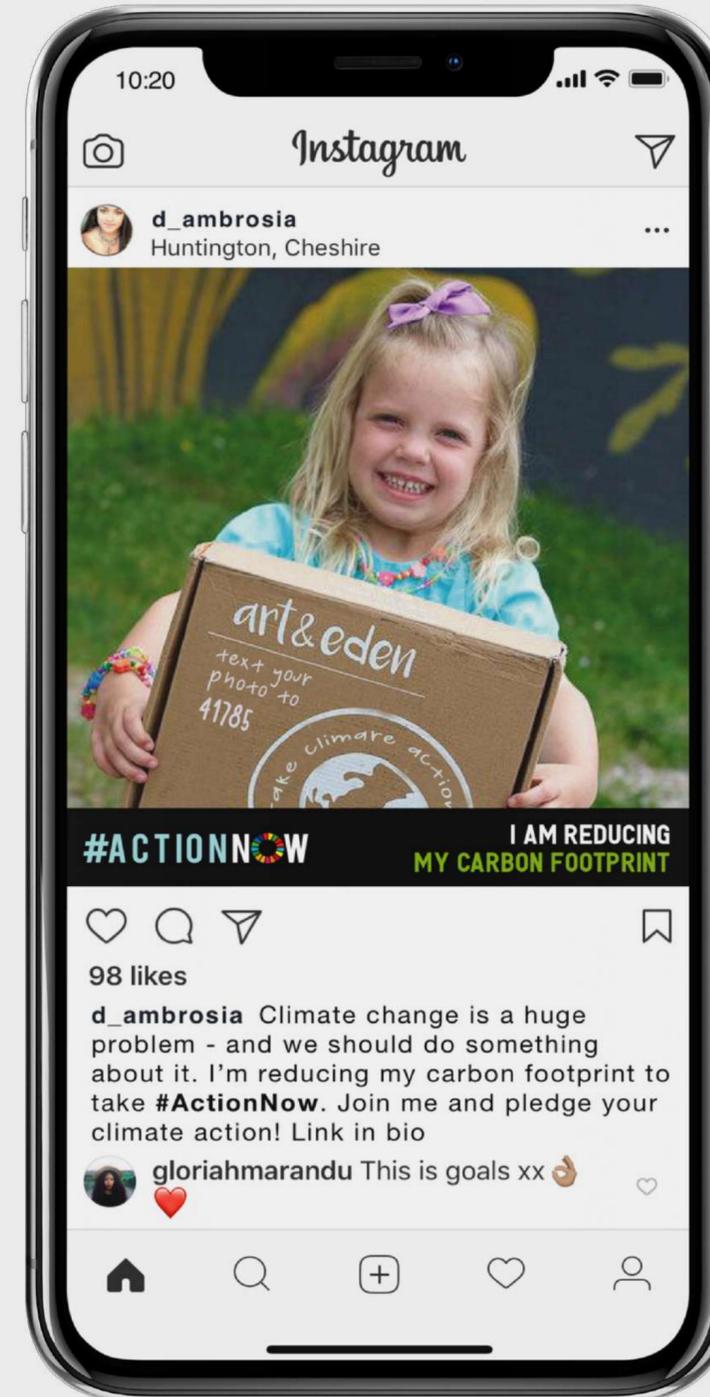
3.
EVENT

CLIMATE CHANGE
AFFECTS US
THE MORNING

PHYSICAL ACTIVATION

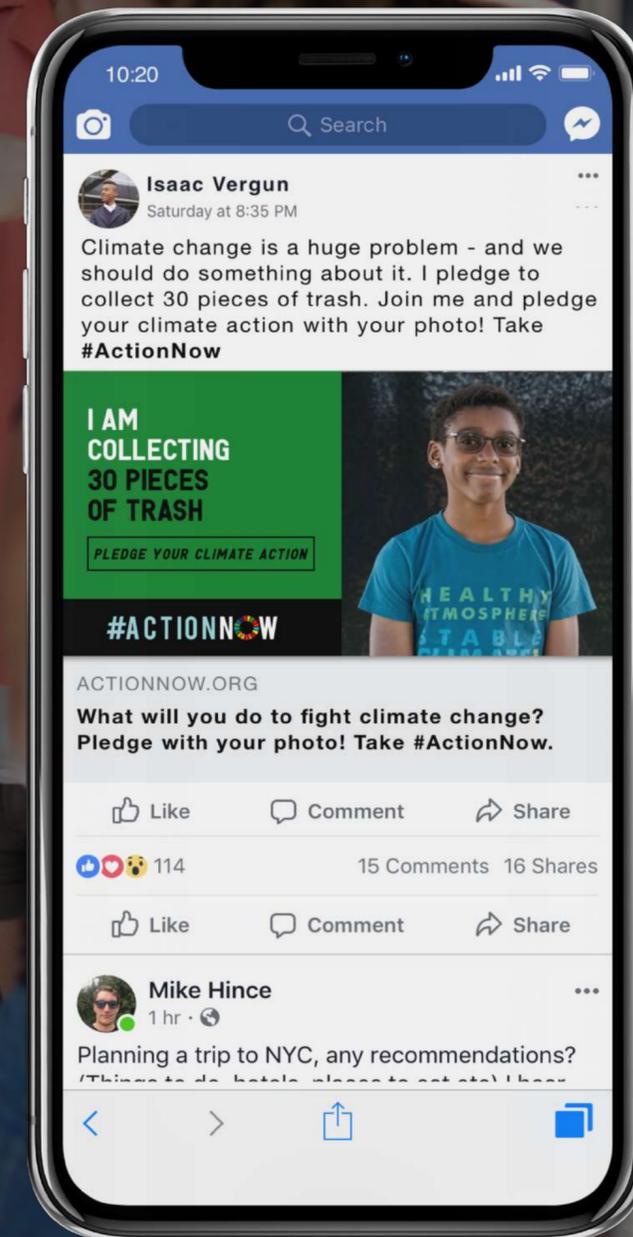
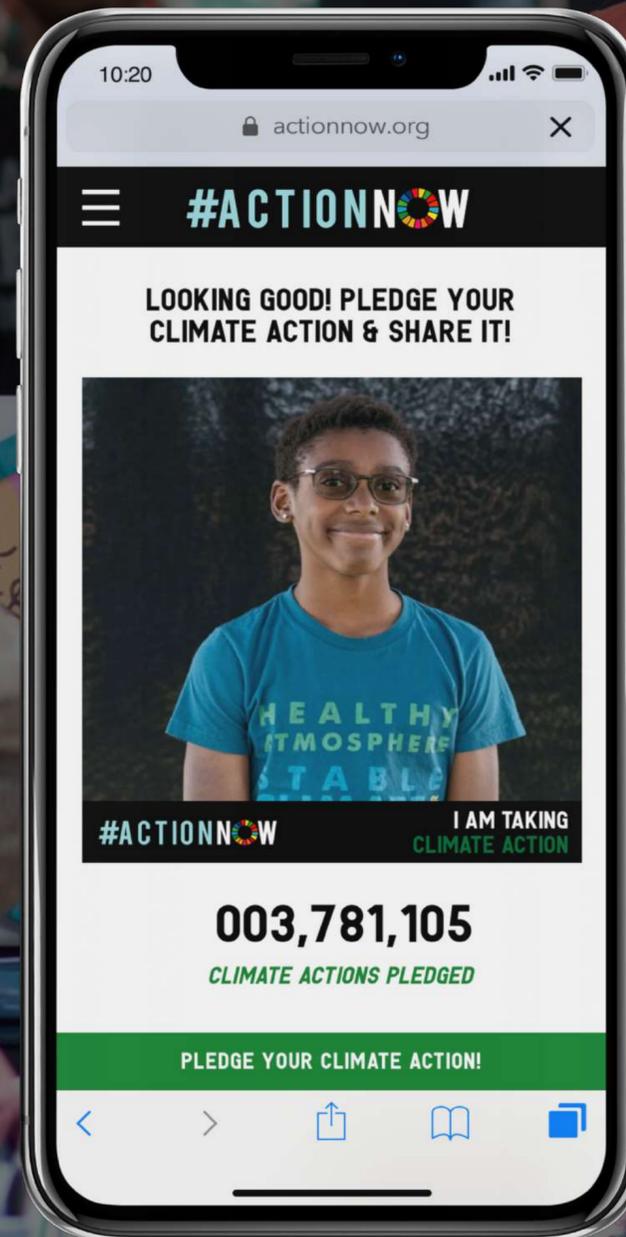
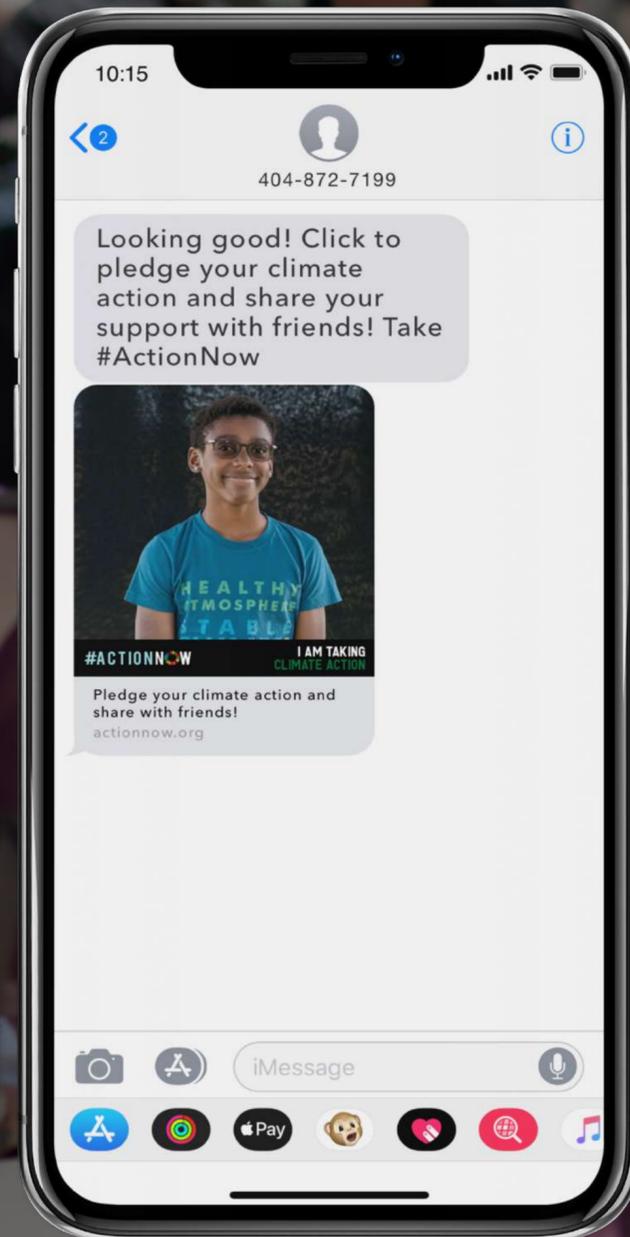


FROM PRODUCT

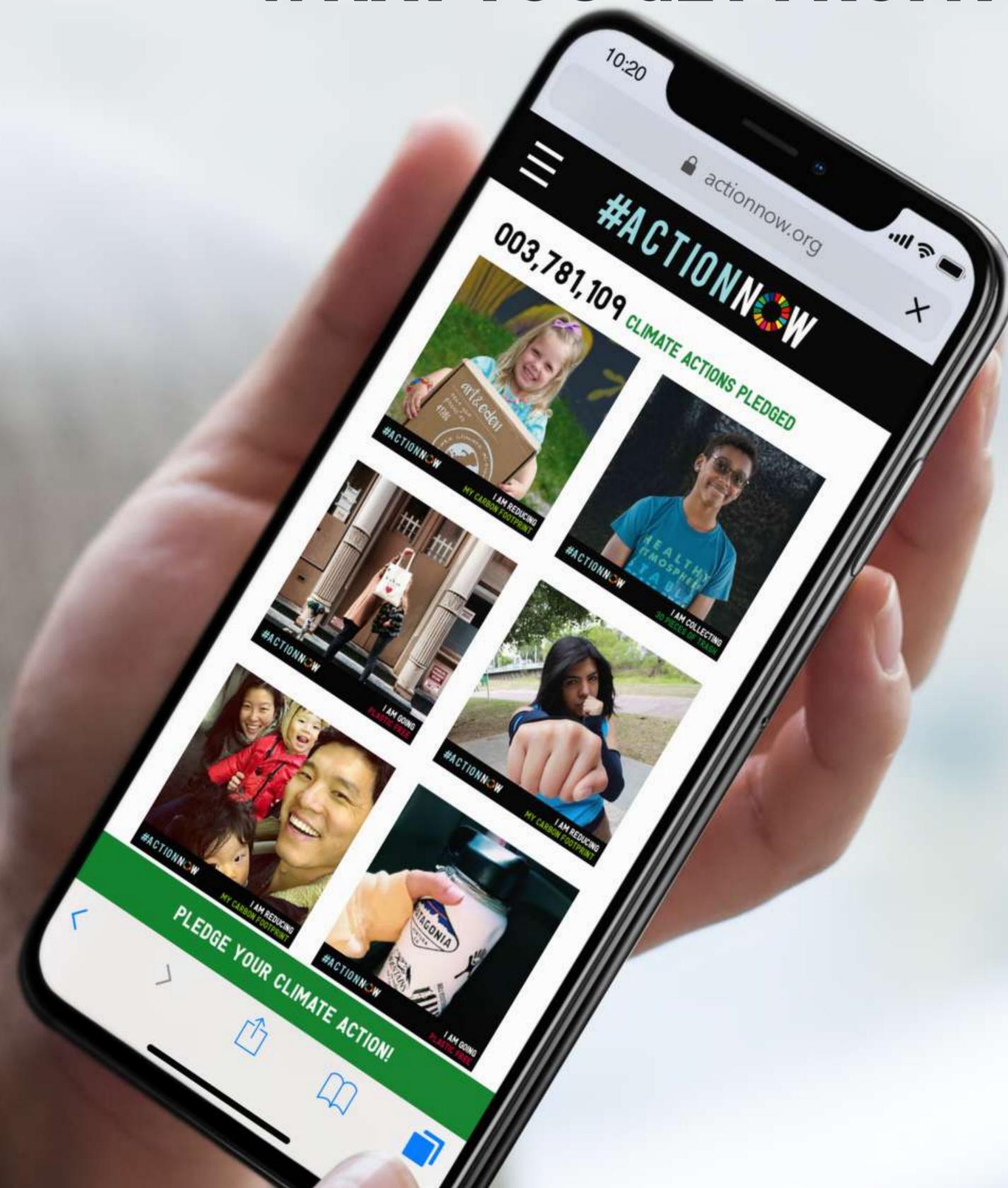


TO SOCIAL MEDIA POST

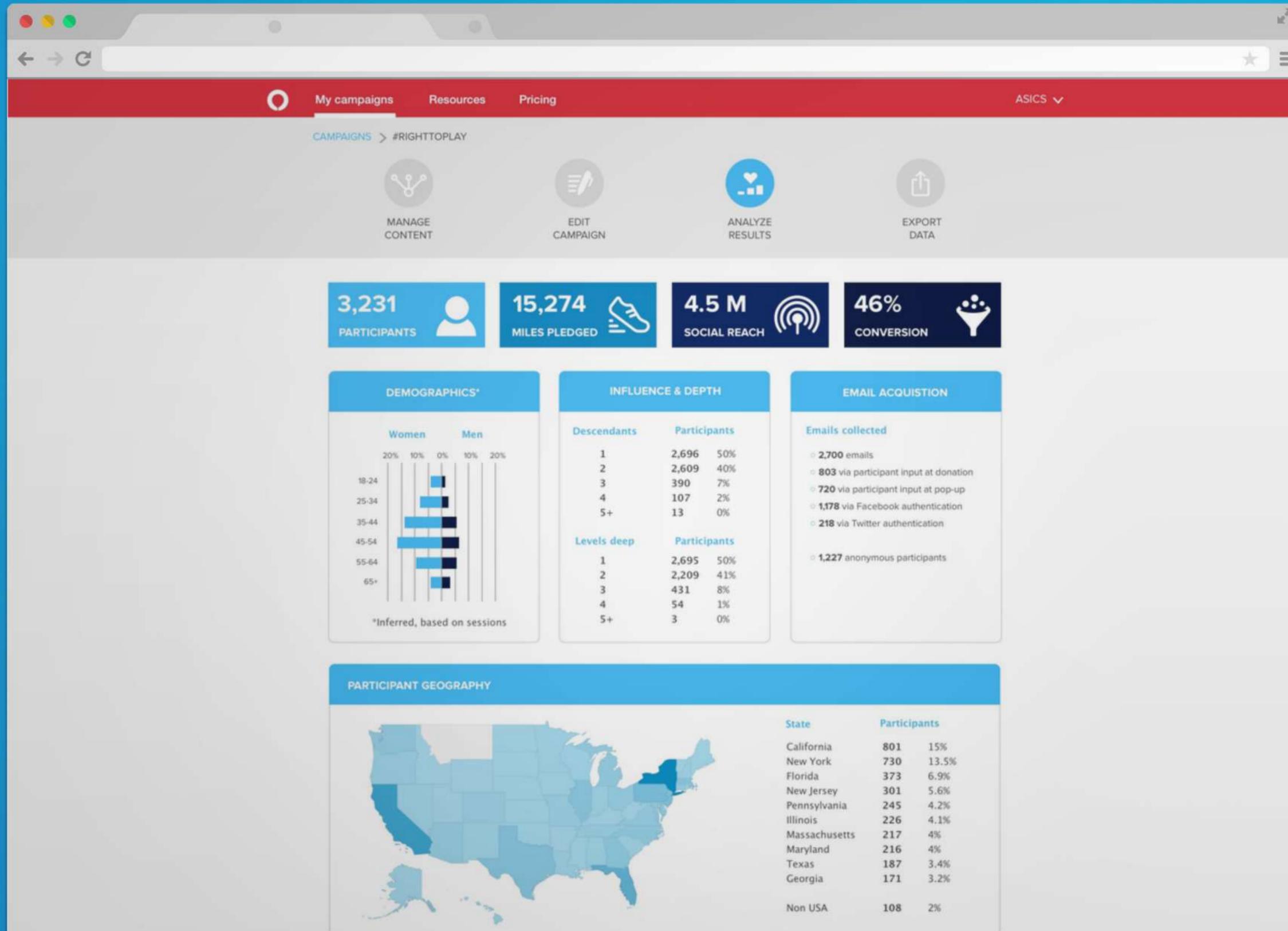
EVENT ACTIVATION



WHAT YOU GET FROM A CHEERITY CAMPAIGN



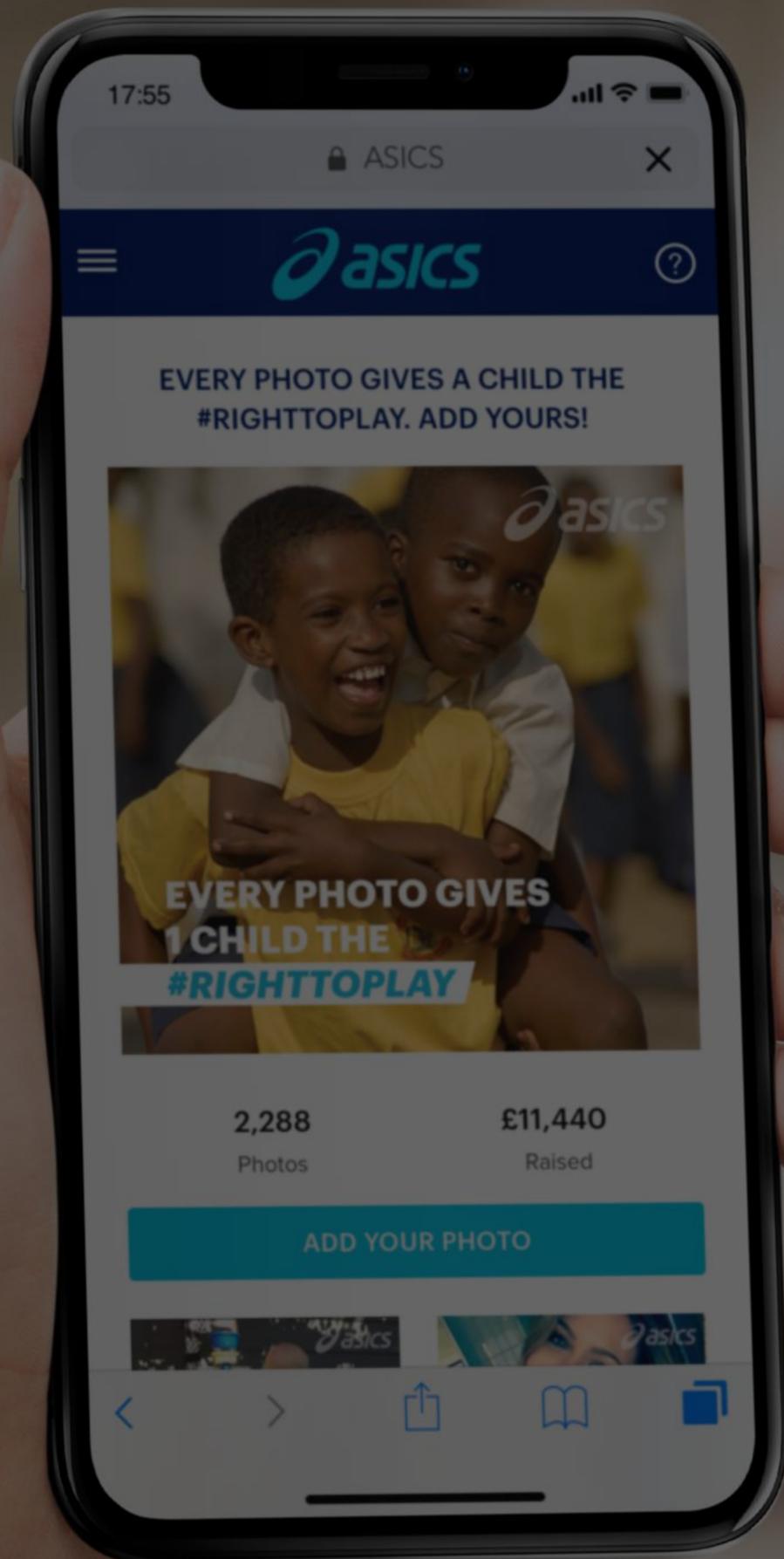
METRICS THAT MATTER



Manage user generated content

Analyze results in real time

Export directly to your customer database



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