



social actions™

you make a difference, we make it easy

2008 accomplishments

Launch

The first cross-platform search engine (30+ platforms, 20,000 actions) connecting people with opportunities to take action and practice micro-philanthropy

Numerous web applications drawing on the Social Actions API

- Adwords-style *Related Ways to Take Action* widget
- *Take Action on Poverty* widget (BlogActionDay collaboration)
- WordPress plugins for *Related Ways to Take Action* and *Related Classroom Projects*
- *Twitter Action Pack* to share action alerts for dozens of popular cause categories

Events

Facilitated discussions for 58 founders and key staff of social action platforms, foundations, and media (New York, Washington, San Francisco)

Google Tech Talk presentation (New York)

Community

33 social action platforms participating in the Social Actions search interface and open API

34 endorsements from social actions platforms for Social Actions' mission statement and terms of collaboration

318 blog members

Press

PBS Online, SFGate.com, The Chronicle of Philanthropy, The Wall Street Journal, and The Daily Telegraph. Described in Tom Watson's *CauseWired* (2008) as "a clear road sign of where online social activism is headed"

Awards

Finalist, Stockholm Challenge, global competition for leading-edge information and communication technology projects for development

Third place, NetSquared Mashup Challenge, global competition for leading-edge aggregations "designed to provide deeper insight into the social issues affecting communities around the globe"

Winner, The Case Foundation DonateNow Challenge, global competition for Network for Good aggregation to enhance online donation process