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Invitation to Sponsor Social Actions' Change the Web Challenge

Summary

Social Actions' Change the Web Challenge is an online competition that will inspire third-party developers to build innovative tools that make it easy for people to find and share opportunities to make a difference.

We anticipate hundreds of contest submissions in the form of fully-functional web applications that share one thing in common—they embed invitations to make a difference in the websites and social networks that people visit regularly.

Our challenge will do nothing short of transform the web from a place to find information and communicate into a vehicle that facilitates sustained and meaningful action on the issues people care about.

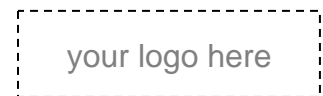
The Challenge

Social Actions' Change the Web Challenge builds on the success of online competitions such as NetSquared's Mashup Challenge, Advanta's Ideablob Competition, Ashoka's Open Sourcing Solutions, The Knight News Challenge, The Case Foundation's Giving Challenges and The American Express Card Members Competition.

Participants will build web applications that draw on Social Actions' open database of 40,000+ actions people can take across a range of issues. Social Actions aggregates opportunities to make a difference from over 30 online platforms, including VolunteerMatch, Kiva.org, DonorsChoose.org, Care2 and Change.org.

After the submissions have been received, community members and an expert panel of judges will vote for the top three applications. The developers behind the winning submissions will share \$10,000 in prize money. We anticipate two rounds of vetting: the first by Social Actions community members, and the second by an expert panel of judges including professionals and thought-leaders working at the intersection of technology and social change.

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Developers will have eight weeks to submit their applications and receive feedback. The first round of vetting will run for two weeks. The expert panel will respond to the community's vote and publicly submit its recommendations during a two week review process. The winners will be announced at the end of the twelve weeks.

Schedule

Social Actions' Change the Web Challenge will launch in late-January or early-February 2009 and will run for twelve weeks. Winners will be announced at the Nonprofit Technology Conference in San Francisco on April 26, 27, and 28th.

Sponsorship Benefits

This challenge is an excellent opportunity to associate your foundation or corporate brand with a movement that's adding a philanthropic layer to the web.

- The logo of your foundation or company will appear on the challenge homepage, with an estimated 20k unique views between February and April 2009
- The name of your foundation or company will be included in all major press releases and blog outreach associated with the challenge, reaching hundreds of news desks and thousands of bloggers.
- Social Actions will encourage its 40+ action sources to cross-promote the challenge and mention your foundation or company name, reaching tens of thousands of action-takers on sites like Kiva.org, DonorsChoose.org, and Change.org
- Your foundation or company will share credit for making opportunities to take action online easier to find and share.

About Us

Social Actions is a nonprofit that helps people find and share opportunities to make a difference. We aggregate ways people can take action from over 40 platforms such as VolunteerMatch, Kiva.org, DonorsChoose.org and Change.org.

Social Actions has received a number of honors, including selection as a 2008 Stockholm Challenge finalist, third place finish at the NetSquared's Mashup Challenge and winner of the The Case Foundation's DonateNow Challenge. Social Actions has been covered by PBS Online, SFGate.com, The Wall Street Journal, and The Daily Telegraph, as well as leading tech blogs like TechCrunch, ReadWriteWeb, Programmable Web, and Mashable.

For More Information

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