



# CAUSEROAR

Creating a Roar For Social Good



A full-service web development, digital marketing SEO, and event management agency, specializing in the health care and nonprofit sectors.

San Francisco, CA, USA  
Saratoga Springs, NY, USA



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# JOIN THE ROAR

Whether you're launching a new brand or revitalizing your existing online presence, our team is dedicated to providing on-mark messaging through targeted campaigns offering compelling visuals and text.

## CREATING A ROAR FOR SOCIAL GOOD

That's what we do. A great design, inspired functionality, social media driven, marketing programs that work. This is our passion.

We believe that behind every brand lie powerful, inspirational stories that define your mission and cause. Our passion is understanding that cause and making it come alive.

We specialize in helping healthcare organizations, nonprofits and other changemakers spread their message effectively offline and online with dynamic web and print designs, engaging content, and digital marketing strategies that work.

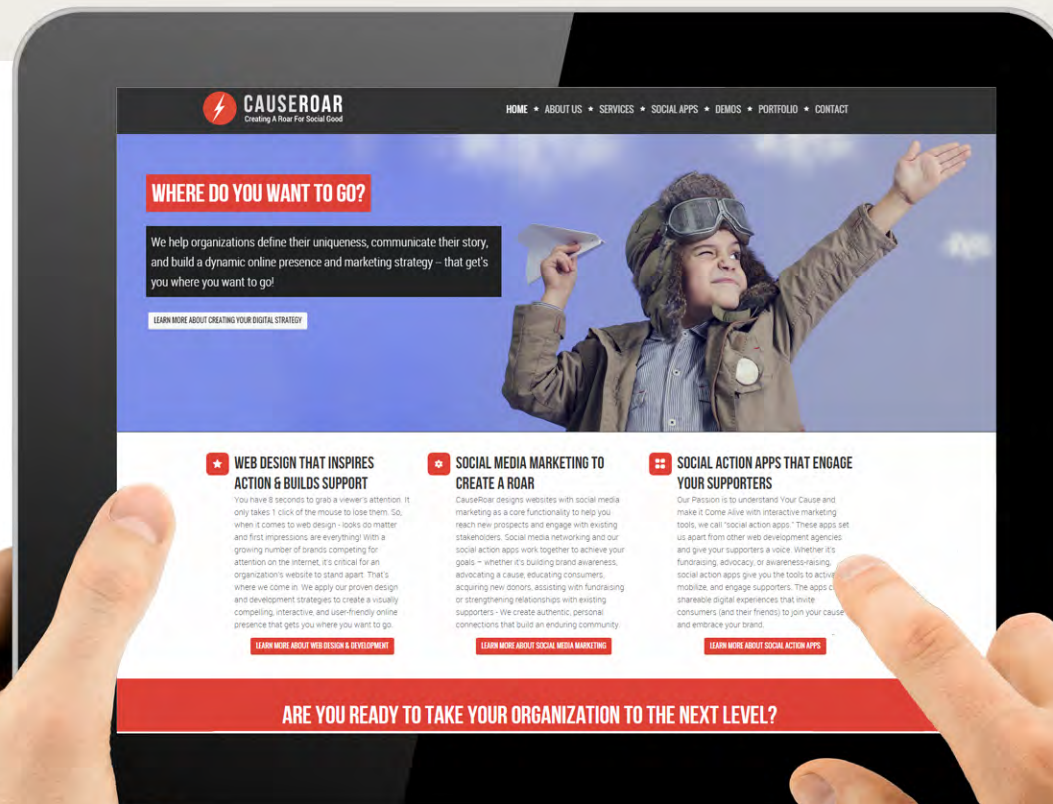


# ABOUT CAUSEROAR

For over a decade we have built a large and loyal client base by delivering great design (both offline and online), inspired functionality, social media driven marketing programs and state-of-the-art technical solutions in a way that is both creative and effective.

We use our creative talents to present a dynamic public presence for your brand so it stands apart from the competition, and demonstrates that you are an industry leader which leads to trust, recognition and drives users to take action.

Our process is more than a list of services. We help organizations define their uniqueness, communicate their story, and build a dynamic online presence – all of which deliver exceptional results.



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# 8 seconds

You have 8 seconds to grab a viewer's attention. So, when it comes to web design - looks do matter and first impressions are everything!



click to  
view online

## CREATING A ROAR FOR SOCIAL GOOD

That's what we do. We believe that behind every brand lie powerful, inspirational stories that define your mission and cause. Our passion is understanding that cause and making it come alive.

# HOW WE CAN HELP YOUR ORGANIZATION



## CHANGEMAKER SOLUTIONS

At CauseRoar we pride ourselves on developing strong partnerships with our clients and a thorough understanding of their organization's vision, supporters and goals to transform their online presence so it stands apart from the competition, and demonstrates that their organization is an industry leader which leads to trust, recognition and drives users to take action.

- Engage Supporters Online Tools
- Online Giving
- E-Learning
- Crowdfunding
- Advocacy Campaigns
- Fundraising
- Members Only Networks



## WEBSITE DEVELOPMENT

At CauseRoar, we believe that understanding your organization's goals is the basis for creating a website that works for you. Whether it includes fundraising, inspiring activism, creating awareness, online learning, or managing events – we apply our proven design and development strategies to create a visually compelling, interactive, and user-friendly online presence that gets you where you want to go.

- Website Design and Development
- Mobile Responsive Web Design
- WordPress Development
- Ecommerce Applications
- Social Network Development
- Custom Software Development



## PRINT DESIGN

Your brand is important and carrying the personality of your organization across all aspects of your marketing is what CauseRoar does best. We go one step further. With 25 years experience managing easy to very complex printing, we handle all aspects of your project, ensuring that you get the results you need, at a competitive cost, in the timeframe you expect.

- Print Design
- Create Camera Ready Artwork
- Manage easy to complex projects
- Select and manage print vendors

# HOW WE CAN HELP YOUR ORGANIZATION



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**WE HELP  
ORGANIZATIONS  
DEFINE THEIR  
UNIQUENESS**



## BRAND DEVELOPMENT

CauseRoar helps organizations, nonprofits and change-makers crystallize who they are, where they are going and we act as their guide in getting there. We create brands that speak to your supporters, establish an emotional connection, tell your story – a story that attracts loyal supporters, donors and advocates to your cause.

- Brand Development
- Brand Implementation



## ONLINE MARKETING SOLUTIONS

At CauseRoar, we get the people who matter most to roar about your organization across all media: television, print, radio, online, and social media. We do this by creating relationships with influencers and media and delivering heart-felt, engaging messages that connect with your supporters.

- Digital Strategy Consulting
- Search Marketing
- Social Media Marketing
- Content Marketing
- Email Marketing
- Digital Public Relations
- Infographics
- Inhouse Marketing Department



## VIDEO MARKETING

We create videos that tell your story, connect with your supporters and inspire action. Whether its video that tells your story, interviews or training videos or creating powerful pay per view video sites and livestreaming, CauseRoar has the expertise to bring your vision to your supporters.

- Video Marketing
- Live Streaming Video
- On Demand Video



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## CONNECT WITH YOUR SUPPORTERS

Social Action Apps give your supporters the online tools to be part of the conversation resulting in a relationship; one where both you and your supporters are engaged.

# CAUSEROAR SOCIAL ACTION APPS

Our Passion is to understand Your Cause and make it Come Alive with interactive marketing tools, we call “social action apps.”

These apps set us apart from other web development agencies. They give your supporters a voice. They create excitement and engagement, inspiring and empowering your supporters. And build trust and credibility.

Social action apps are interactive platforms that empower your audience (including consumers, donors, staff, patients) to assist in marketing efforts. They can now help in promoting your brand, holding fundraisers, honoring volunteers or donors and much more. Those committed to your mission become your strongest advocates, viral ambassadors, and trusted brand storytellers.



# HOW SOCIAL ACTION APPS WORK



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## EVENT FUNDRAISER

**Going to hold a special event fundraiser for your organization?**

Don't just raise money from attendees on event day. Install our Crowdfunding App on your website. Staff and supporters will have the ability to create their own fundraiser to raise donations and support your event.



## GROW YOUR SUPPORTERS

**Have patients who want to tell their story about your facility or individuals who have been helped by your nonprofit?**

Don't put up the old-fashioned "testimonials" with no visuals. It likely won't get read. Install our StoryWall App or VideoWall App on your website. It puts a face to those supporting your cause, instilling trust and believability.



## SPARK WORD-OF-MOUTH CAMPAIGNS

**Do you have a group of supporters who care deeply about your organization's cause?**

Give them the tools to be an integral part of your organization by installing our Social Ambassador App on your website. Leveraging the collective power of their influence across their personal social networks sparks valuable word-of-mouth campaigns that increases brand visibility and drives action.





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# 49%

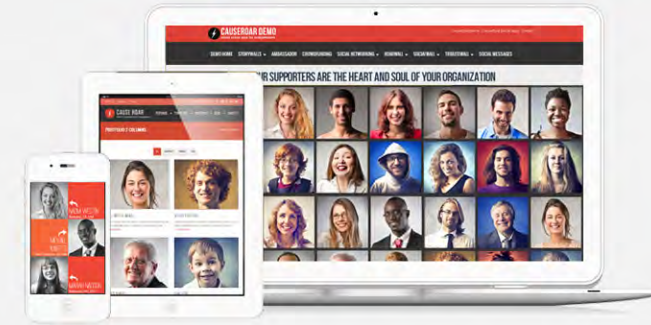
“49% of activity on social media by “Cause Champions” is talking to others about the organization.”

# CAUSEROAR SOCIAL ACTION APPS

## STORYWALL SOCIAL APP

Your supporters are the heart and soul of your organization.

The StoryWall App gives your supporters the online tools to be part of the conversation resulting in a relationship; one where both you and your supporters are engaged. It puts a face to those supporting your cause, instilling trust and believability.



## VIDEO WALL SOCIAL APP

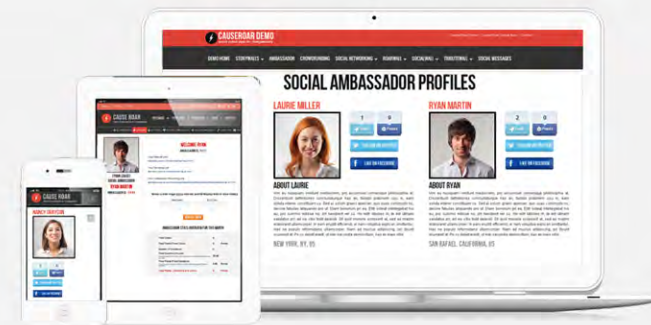
Visual storytelling is a powerful medium available to organizations.

Giving your supporters a tool to tell their story through video about how your organization has helped them is one of the most powerful ways you can get your message out to the world. Your supporters' stories become your stories – creating transparency, legitimacy and trust.

## AMBASSADOR SOCIAL APP

Social media is transforming our ability to create change.

The Social Ambassador App turns Influencers, Supporters, and Customers into Ambassadors for your cause. Leveraging the collective power of their influence across their personal social networks creates social change and empowers others to do so. When your message is coming from a trusted party ("influencer"), that message can increase brand visibility and ultimately drive action.





# CAUSEROAR SOCIAL ACTION APPS

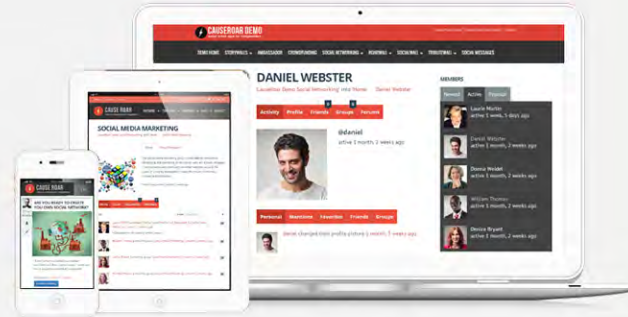


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view online

## SOCIAL NETWORKING APP

Your members are the heart and soul of your organization.

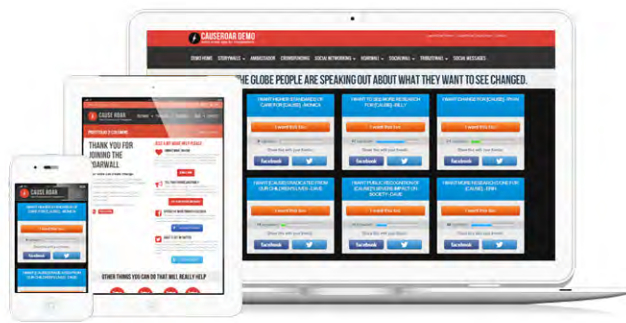
Our Social Networking App provides your members with an authentic social experience that is focused on connections, education, discussions and shared experiences, where members interact and drive conversation, participate in activity they can't find on general social networks, and receive acknowledgment.



## ROARWALL SOCIAL APP

Give your supporters the tools to have their voice be heard.

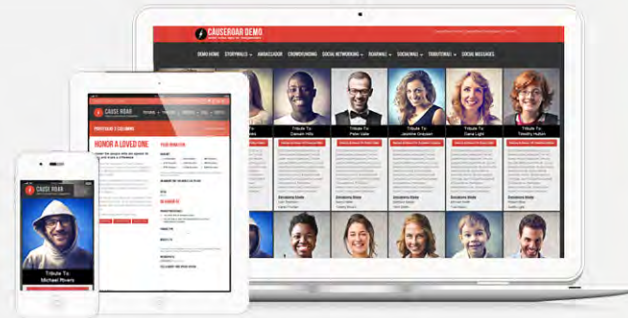
The RoarWall App allows user's to write a one sentence message about what they want to see changed. With built-in social sharing tools, users can broadcast their message to their friends and family through facebook and twitter – asking them to sign their message to show their support – and help them in getting the word out.



## HONORWALL SOCIAL APP

A story about a changed life generates brand awareness.

The HonorWall App gives organizations' a way to honor their dedicated staff, or committed donors, thanking them for their contributions and giving them the recognition they deserve. It can also be used to give your supporters a powerful way to honor their friends and family - sharing their photo and unique story – and asking for donations for your organization in honor of their loved ones.



# 68%

“68% of people will take action and learn more about a charity if they see a friend posting about it.”



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## HAVE AN EVENT COMING UP?

It is our goal to understand your vision, what matters to you, and what you want to accomplish. With this deep understanding of your organization's vision, we then customize an exceptional event that ensures success and engagement.

## CREATING A ROAR ABOUT YOUR EVENT

Creating an unforgettable experience for your event attendees, exhibitors and sponsors all while appearing effortless.

We see an event as an opportunity to create a roar about your organization well before and well beyond the actual event and we have the tools and experience to make this happen.

At Cause Roar, we believe in a consultative approach for meetings & conferences. It begins with us fully understanding your needs and bringing together the best solutions that will support you. CauseRoar's expertise results in a memorable event that meets your goals and engages your attendees, exhibitors and sponsors.



# EVENT MANAGEMENT SERVICES



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all services



**VENDOR MANAGEMENT**



**SPEAKER MANAGEMENT**



**REGISTRATION MANAGEMENT**



**EXHIBITORS & SPONSORS**



**EVENT BRANDING**



**SOCIAL MEDIA MARKETING**



**WEBSITE DESIGN**



**PRINT & GRAPHICS**



**COPY WRITING SERVICES**

## CREATING A ROAR ABOUT YOUR EVENT

Creating an unforgettable  
experience for your event  
attendees, exhibitors and  
sponsors.



click to view  
all our work

*"CauseRoar has taken our website to an entirely new level! Their creativity and responsiveness are unparalleled. They completely understand our mission and core values which are reflected on every page. Over the past 5 years, we have come to rely on CauseRoar to show us how best to show the world what we do and why we do it. We could not be more pleased with our relationship!"*

Amy Cross,  
Medical Relations Coordinator  
Moleculera Labs

# HIGHLIGHTS OF OUR WORK

[www.moleculeralabs.com](http://www.moleculeralabs.com)

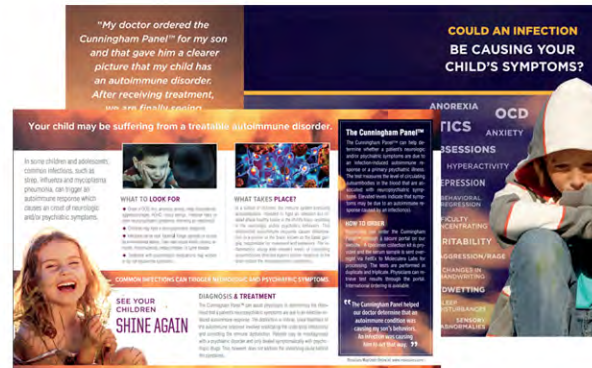


## Client: Moleculera Labs

Moleculera Labs provides compassionate clinical testing services for individuals suspected of suffering from treatable autoimmune neurologic conditions. These perplexing neurologic conditions have been associated with motor tics, obsessive compulsive disorder (OCD), and sometimes Autism Spectrum Disorders (ASD), and are believed to be caused by a harmful autoimmune response triggered by common infections.

### PROJECT TYPE

Website, Search Engine Optimization (SEO), Secure Payment Online, Social Marketing, Social Networking, Custom Tools, Copywriting, Video Services



## Client: Moleculera Labs Print Brochures

CauseRoar designed multiple brochures for Moleculera Labs describing how the Cunningham Panel™ of tests can assist physicians in making a Neuropsychiatric Disorders diagnosis.

### PROJECT TYPE

Print, Brand, Marketing, Copywriting

[view video](#)



## Client: I Cure Celiac Explainer Video

We love make Explainer Videos. These combine animated storytelling, visual text, and an engrossing voice-over to make complex issues understandable, memorable and to highlight certain points explicitly. Celiac Disease Foundation hired us to explain the iCureCeliac patient-powered network (patient registry) designed to help researchers better understand, and ultimately cure, celiac disease

### PROJECT TYPE

Video Services, Voice Over, Animation, Copywriting

# HIGHLIGHTS OF OUR WORK



click to view  
all our work

[www.lymedisease.org/members/](http://www.lymedisease.org/members/)



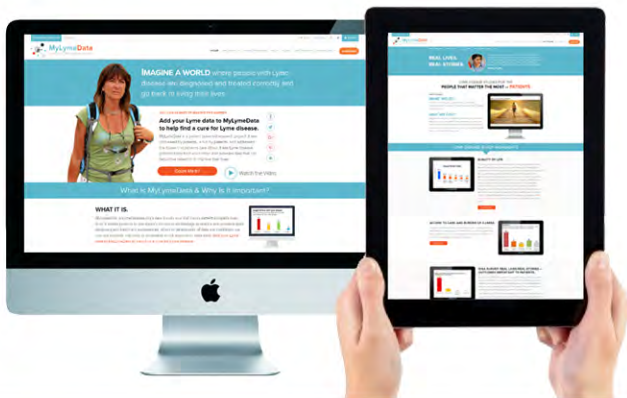
## Client: LymeDisease.org Member Website

LymeDisease.org members enjoy exclusive access to leading information about Lyme disease. CauseRoar transformed the printed LymeTimes to a dynamic, and ease to use digital magazine. This was a complex members and on-line magazine website that we thoroughly enjoyed doing. We think its quite beautiful.

### PROJECT TYPE

Website, Search Engine Optimization (SEO), Social Marketing, Mobile, Wordpress, Copywriting, Members Website, Online Magazine

[www.lymedisease.org/mylymedata/](http://www.lymedisease.org/mylymedata/)



## Client: LymeDisease.org Patient Research Website

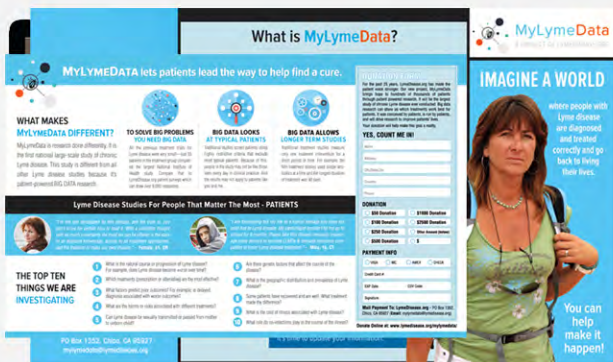
We enjoyed this project immensely, because we believed in the project. The goal of the MyLymeData study is to create knowledge that can benefit patients with Lyme disease. Many patients with Lyme disease remain ill after antibiotic treatment. We need to understand why some patients respond to treatment and others don't.

### PROJECT TYPE

Website, Search Engine Optimization (SEO), Social Marketing, Mobile, Wordpress, Copywriting, Branding

*"CauseRoar's knowledge of social media platforms and online marketing is extensive. They helped us define our brand and provided us with marketing, website and social media ideas that are not only creative but also deliver results. They provide the best customer service - responsive, timely, do what they promise and beyond. I always trust their judgement for all of our online and branding needs."*

Nicole Schapiro, President,  
The Influence Institute



## Client: LymeDisease.org MyLymeData Brochure

MyLymeData is LymeDisease.org's new survey tool that tracks patient progress over time. It allows patients to use today's computer technology to quickly and privately pool diagnosis and treatment experiences. This was an extremely satisfying design and development project as we feel strongly about the need for Lyme disease research.

### PROJECT TYPE

Print, Brand, Marketing, Copywriting



click to view  
all our work

*"We have been very much impressed with Cause Roar's ability to deliver a creative, attractive, and effective online presence that perfectly reflects our medical society's vision. Thanks to Cause Roar's talent our society has taken off as a premier medical society."*

**Dr. Daniel Cameron, ILADS President**

# HIGHLIGHTS OF OUR WORK

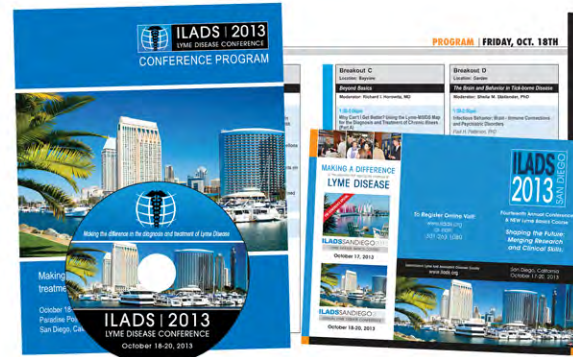


## Client: ILADS

We managed the marketing, website design and development at ILADS. A recent update to the site involved the strategy, design and implementation of the new donation area on the ILADS site. As you dig into the site, you will see layers of functionality that include a media center with video pay-per-view, ecommerce, conference management, members only social network, advocacy campaigns and more.

### PROJECT TYPE

Website, Social Marketing, Social Networking, Ecommerce, Video PayPerView, Event Management, Custom Tools, Copywriting



## Client: ILADS

We played a pivotal role in the brand positioning of ILADS. From copywriting to marketing strategies to conference management to print design, we were the marketing consultants that helped ILADS promote their mission and manage their conferences. It's an easy job. We believe in this organization and the good they do.

### PROJECT TYPE

Print, Brand, Marketing, Copywriting, Conference and Event Management



## Client: ILADEF

Our task: Create a website offering online social tools for individuals to tell their story and come together under a unified message to communicate the importance of Lyme disease awareness and raise funds to further physician training. We used the CauseRoar Social Action Apps including: Social Ambassador App, Crowdfunding App, StoryWall App and more.

### PROJECT TYPE

Website, Social Marketing, Mobile Website, Ecommerce, Copywriting

# HIGHLIGHTS OF OUR WORK



click to view  
all our work



[www.danielcameronmd.com](http://www.danielcameronmd.com)

## Client: DANIEL CAMERON, MD

A thought leader in the diagnosis and treatment of Lyme disease. This site was written, designed and developed by CauseRoar to promote the services, education, speaking engagements and video and audio interviews offered by Dr. Daniel Cameron. Developed for both desktop computers and mobile devices. CauseRoar manages the social media marketing and blog copywriting on an ongoing basis.

### PROJECT TYPE

Website, Search Engine Optimization (SEO), Social Marketing, Mobile, WordPress, Copywriting



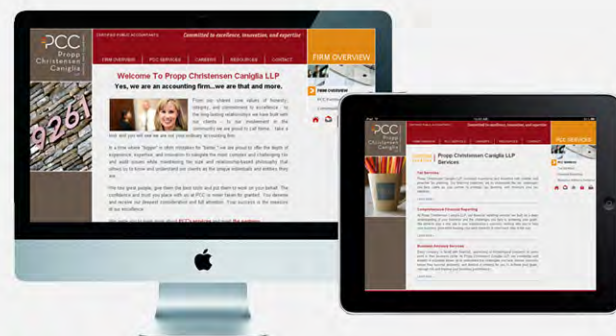
[www.christinegreenmd.com](http://www.christinegreenmd.com)

## Client: CHRISTINE GREEN, MD

Logo & Website Design and Responsive Development in WordPress. What responsive means is that no matter what device you view it on, the site will change to accommodate your device. This site also includes a patient portal so that patients can easily communicate with the doctor in a secure environment which allows the doctor to be HIPPA compliant.

### PROJECT TYPE

Website, Search Engine Optimization (SEO), Social Marketing, Mobile, WordPress, Copywriting, Branding



[www.pccllp.com](http://www.pccllp.com)

## Client: PROPP CHRISTENSEN CANIGLIA

Make an accountant website engaging. Seemed like a tall order. But with wonderful clients, and an interesting color scheme that we found challenging, our results delighted us and our clients were very happy (which is what we live for). Not your normal dry accountant website, but one that draws you in and is pleasing to the eye.

### PROJECT TYPE

Website, Search Engine Optimization (SEO), Custom Tools, Copywriting

*"We have worked with CauseRoar over the course of several years. They took the time to listen to our message and objectives and translated them to our online presence. Their professionalism, insight, creativity and responsiveness have resulted in a dynamic and user friendly website with which we are very pleased."*

Jackie Propp, Principal,  
Propp Christensen Caniglia LLP



click to view  
all our work

*CauseRoar immediately captured the essence of our school and came up with the most creative way of presenting our vision and our work in design, text and images. The end result is a website that we are thrilled with. Their intelligence and aesthetic sensitivity is completely matched with their remarkable care for client and product. Their thorough and professional efficiency is outstanding. We recommend CauseRoar without hesitation.*

**Khosrow Khalighi, Owner,  
Five Element Trainings**

# HIGHLIGHTS OF OUR WORK

 [www.childrenslymenetwork.org](http://www.childrenslymenetwork.org)

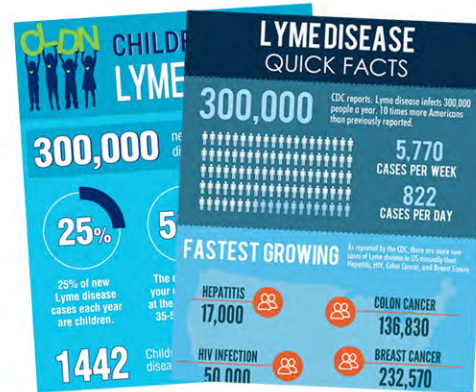


## Client: Children's Lyme Disease Network Website

The Children's Lyme Disease Network (CLDN) was launched in May 2011 with the sole purpose of focusing attention on the impact and prevalence of Lyme Disease and other tick-borne infections in children. The all-volunteer organization was formed out of a concern over the growing number of children becoming infected with Lyme Disease and the challenges families face in getting a proper diagnosis and treatment.

### PROJECT TYPE

Website, Search Engine Optimization (SEO), Social Marketing, Social Networking, Custom Tools, Copywriting, Video Services



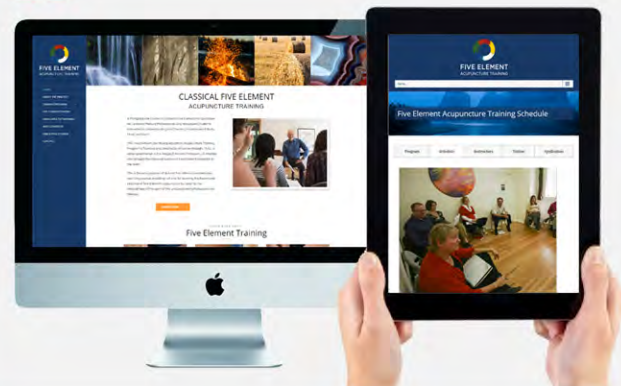
## Client: Multiple Infographics for various clients

CauseRoar designed multiple infographics for multiple clients showing the impact of Lyme Disease.

### PROJECT TYPE

Infographics, Copywriting

 [www.5etrainings.com](http://www.5etrainings.com)



## Client: Five Element Acupuncture Training Website

This site is primarily A Postgraduate Course in Classical Five Element Acupuncture for Licensed Medical Professionals and Advanced Students Interested in Understanding and Treating Imbalances of Body, Mind, and Spirit.

### PROJECT TYPE

Website, Search Engine Optimization (SEO)



# Are you ready to take your organization to the next level?

Contact one of our team members.

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lmartin@causeroar.com  
415.419.5860

Darlene Wood  
dwood@causeroar.com  
914-506-0890

## CREATING A ROAR FOR SOCIAL GOOD.

*That's what we do. A great design, inspired functionality, social media driven, marketing programs that work. This is our passion.*

*We create authentic, personal connections with your supporters that build an enduring community and spark conversations that launch your brand to new heights.*

