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Volunteers of America Chesapeake Makes it Easy to Give Back this Season With A Single Click

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Nonprofit Has Online Giving Options for Cyber Monday, Giving Tuesday and Year-End Gifts; Gearing Up Again For Innovative 5 Weeks of Giving Campaign

There is no denying that people are spending in the month of December. It's also a time when nonprofits across the country want to raise money and hit year-end goals. This year, **Volunteers of America Chesapeake** is making it easy to do both.

The health and human services nonprofit has signed up with the online service OneCause (www.onecause.com (<http://www.onecause.com>)), a Web site that allows consumers to shop online at their favorite retailers while a percentage of their purchase is contributed to a cause of their choice. Volunteers of America Chesapeake is hoping consumers utilize OneCause during Cyber Monday, a time when many people will be making large purchases online.

"Utilizing OneCause is truly a win/win," said Danielle Milner, Volunteers of America Chesapeake's Communications Coordinator. "If you plan on shopping online for electronics at Best Buy, clothes at places like Old Navy, J. Crew or JCPenny or even Godiva Chocolate for something sweet, you can do all of that at OneCause.com. Go to Onecause.com and sign up, then select our organization and continue with your shopping. A percentage of your purchase will go back to our organization to fund programs for programs for homeless services, veterans and addiction recovery. It's giving to help others without doing anything you aren't already doing!"

Volunteers of America Chesapeake is also preparing for more online donations via their Web site during Giving Tuesday, a movement to create a national day of giving to kick off the giving season on the Tuesday following Thanksgiving, Black Friday and Cyber Monday. Volunteers of America Chesapeake has created a landing page so visitors can easily navigate how and to what program they want to give: <http://www.voachesapeake.org/Give-a-Gift> (<http://www.voachesapeake.org/Give-a-Gift>)

Lastly, Volunteers of America Chesapeake is utilizing social media to encourage online giving as they gear up for their second annual year-end giving campaign 5 Weeks of Giving. Every day of the week for five weeks straight a new theme is presented to encourage social media interaction and online giving. Themes include Motivation Monday (employees share what motivates them on the company blog), Testimonial Tuesday (focusing on the success of clients), Wednesday's Word (where Ministers share how God's word influences the organization's core values), Thank You Thursday (to say thanks to partners, sponsors and volunteers) and Fund Friday.

Last year, **Volunteers of America Chesapeake** raised nearly \$200,000.00 and are aiming for \$300,000 this year. That money would allow the nonprofit to expand their capacity to care for hundreds more individuals in need, including expanding winter shelter services and community outreach programs designed to identify individuals within the community who need assistance accessing vital supportive resources.

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