**B2B Blog: Post Submission**

**Name:**Brian Slattery

**Title:** Creating Lifts & Lifting Causes

***Max 10 words.***

**Text:**

***Parties for Good: House Party philanthropy (Autism Speaks/The JED Foundation/Superstorm Sandy)***

It has been said that, “If you want people to listen, you have to have a platform to speak from, and that is excellence in what you do.”†

Over the course of House Party’s history, it just so happens that we’ve striven to generate the most authentic, effective and comprehensive word-of-mouth marketing platform for our clients and consumer community alike. Platform innovations have bolstered this foundation with evermore successful engagements for our clients and opportunities for our members.

The balance between our shared vision with clients and our interaction with our dynamic consumer community is at the heart of what we’re most proud of as an organization. With this balance and success, however, comes a growing responsibility as well — a responsibility to raise advocacy to even larger societal causes in need of any additional awareness and support. I’m proud to say that this past year we’ve chosen several partners with whom we have been able to offer exactly this spotlight.

In April of this year, we rolled out a social campaign with our partner Autism Speaks, seeking to educate, raise awareness and prompt conversation surrounding National Autism Awareness Month. The initiative dovetailed several digital engagements on our blog, Facebook, Twitter, Pinterest and Instagram channels to Autism Speaks’s existing Light It Up Blue campaign. Our primary goal was to lift up the phenomenal resources that Autism Speaks has developed with a distinctly House Party feel and appeal. The response from the community to this initial foray into a distinctly cause-related campaign was phenomenal. We quickly learned how prevalent the issues of autism and spectrum disorders really are to so many members of our community.

What we’ve discovered is that a partnership like this does much more than simply shed light on a topic or cause — it goes to the heart of choosing to educate ourselves as an organization and our community about pressing issues around us. It goes to the heart of who we are and what comprises each of our life stories — businesses and community alike. We always welcome the interaction and feedback with our members and most ardent advocates; however, this experience has welcomed a deeper dimension to our relationship with our members and their families.

More recently, we partnered with The JED Foundation’s Love is Louder campaign around the efforts to raise awareness of October as National Bullying Prevention Month. Love is Louder has helped to spread the message of resilience and tolerance among youth through innovative messaging, sharing and community action to remind adolescents that they are never alone. The organization has worked tirelessly to develop resources and affiliations nationally to support issues facing young adults. Together, we identified an opportunity to speak to the parent population to whom Love is Louder hadn’t yet directed their efforts.

We developed a blog series addressing an updated understanding of what bullying really looks like in modern America, an exclusive message from Love is Louder spokesperson and actress Brittany Snow, a community Pinterest Sweepstakes, and even a Love is Louder than Bullying Parent’s Party Guide . The objective was truly to reach parents with the valuable research and resources that Love is Louder has compiled to help better understand how to reach and support their children during potentially turbulent times. We again saw an impressive response from our very own community — not just in support of our partnership, but also heartfelt stories, support between community members who had shared experiences that their children were going through, and acclaim for the focused efforts to provide parents with resources to help them have some tough and emotional conversations.

As Social Media Director here at House Party, I have the privilege of working with our community team to develop these partnerships, plan the campaigns, and execute in ever more innovative ways. We are appreciative of not only the efforts of our partners, but also the “roll-up-your-sleeves” manner in which they embrace partnering with us. We can’t highlight enough, however, the role and vibrancy of our community as we’ve taken a stand for causes we believe in as an organization. While focused on showcasing our partners’ causes, raising awareness and even driving action, these efforts truly afford us the opportunity to learn more about our community and know them in a deeper way than ever before. As a company forged around the value of community, what more valuable outcome can there truly be than this?

What cause-related initiatives have you been part of, and what role has community played for your organization?

†William Pollard

***Max 400 words.***

**Links:**

*If you included any links, please list them here with the phrase that you would like to link in order as they appear in the post. (Example: “favorite recipe” – www.website.com; “click here” – www.website.com)*

**Media:**  Yes  No

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**Captions:** *If you included any photos or videos, please include desired captions here.* ***Max 50 words.***

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**Notes:**