



CauseConnect

Social Cause AdTech Innovation
Powering Partnerships, Amplifying Impact.

Cause Connect uses AI-powered matching to build high impact marketing collaborations between non profit and for profit organizations with shared goals

Problem

Through primary and secondary research, we found that nonprofits struggle to connect with brands for co-branded cause marketing, while businesses face challenges in identifying authentic, mission-aligned partners to create meaningful, impact-driven ads. The current partnership process is fragmented, inefficient, and lacks data-driven insights to measure success and optimize future campaigns.



Nonprofit

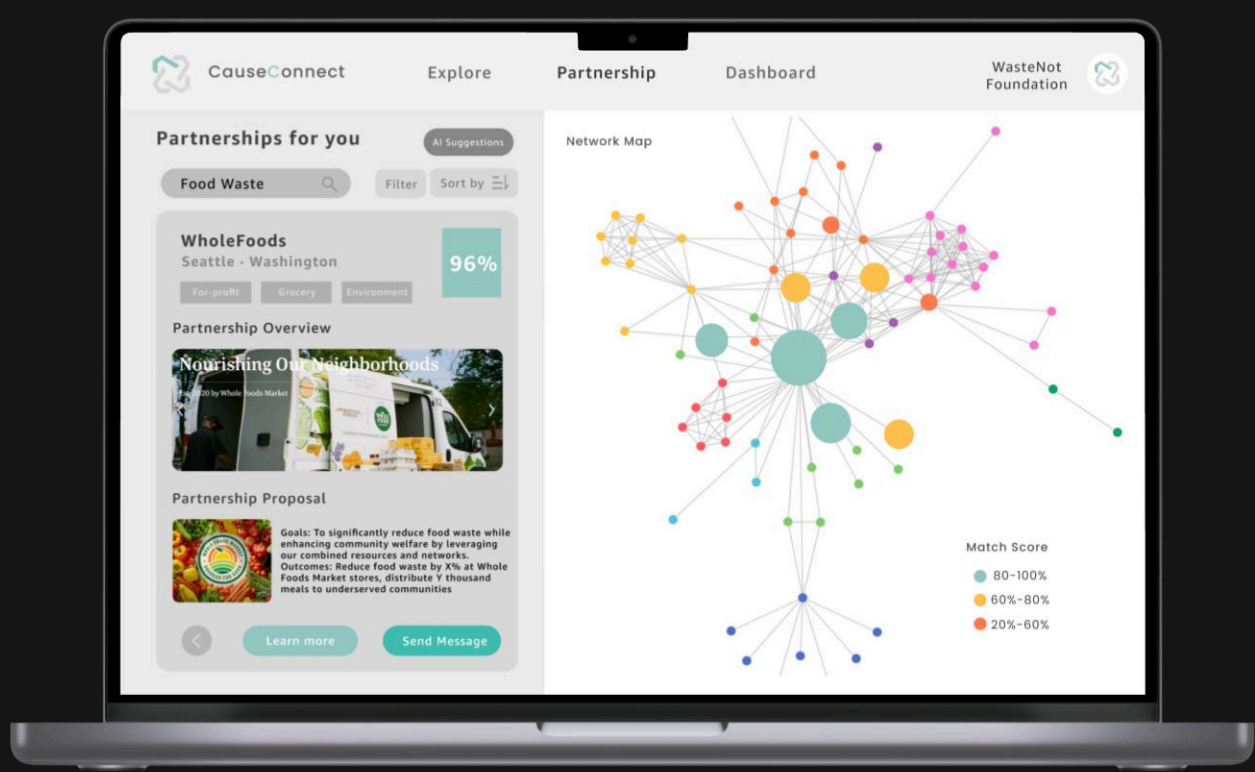
Nonprofits face significant challenges in gaining visibility and promoting their missions due to limited marketing budgets. Many rely solely on social media or word-of-mouth, which restricts their reach and impact.



For-profit

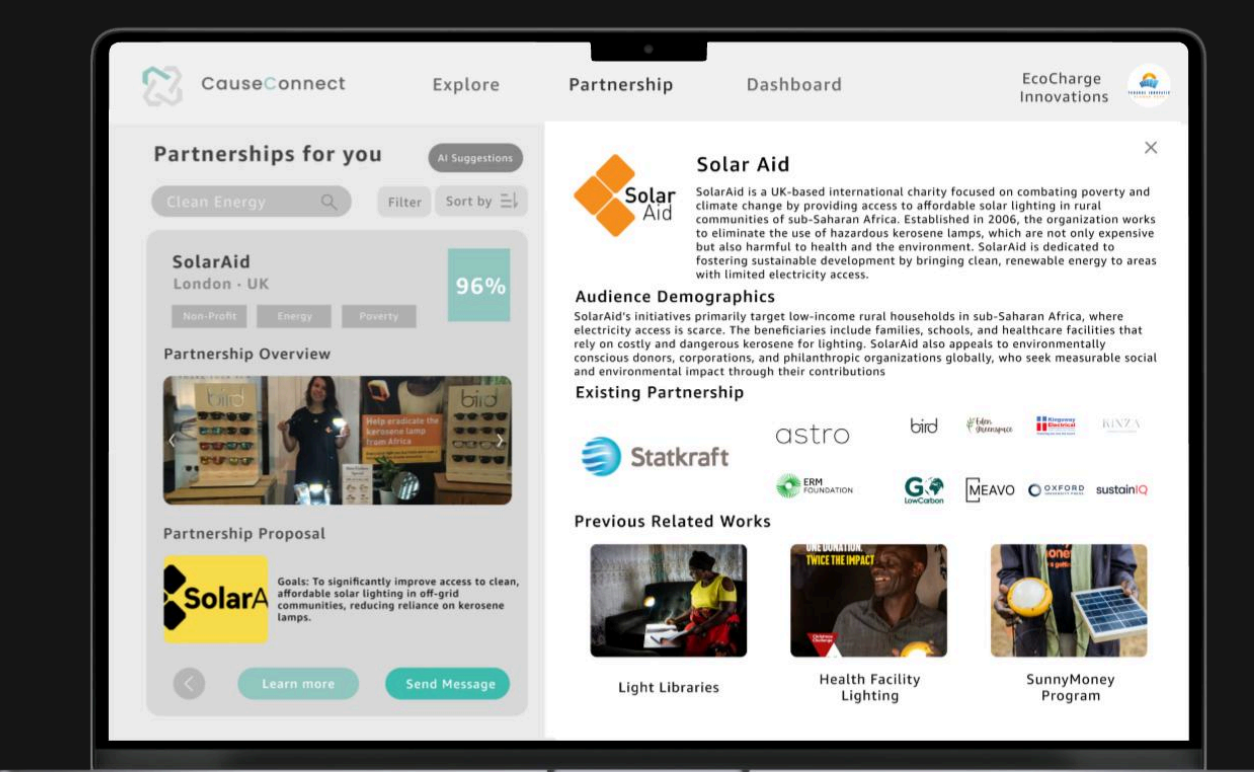
For-profit companies struggle to find the right nonprofit partners for co-branded cause marketing, making it difficult to create meaningful, impact-driven ads that resonate with consumers.

Solution



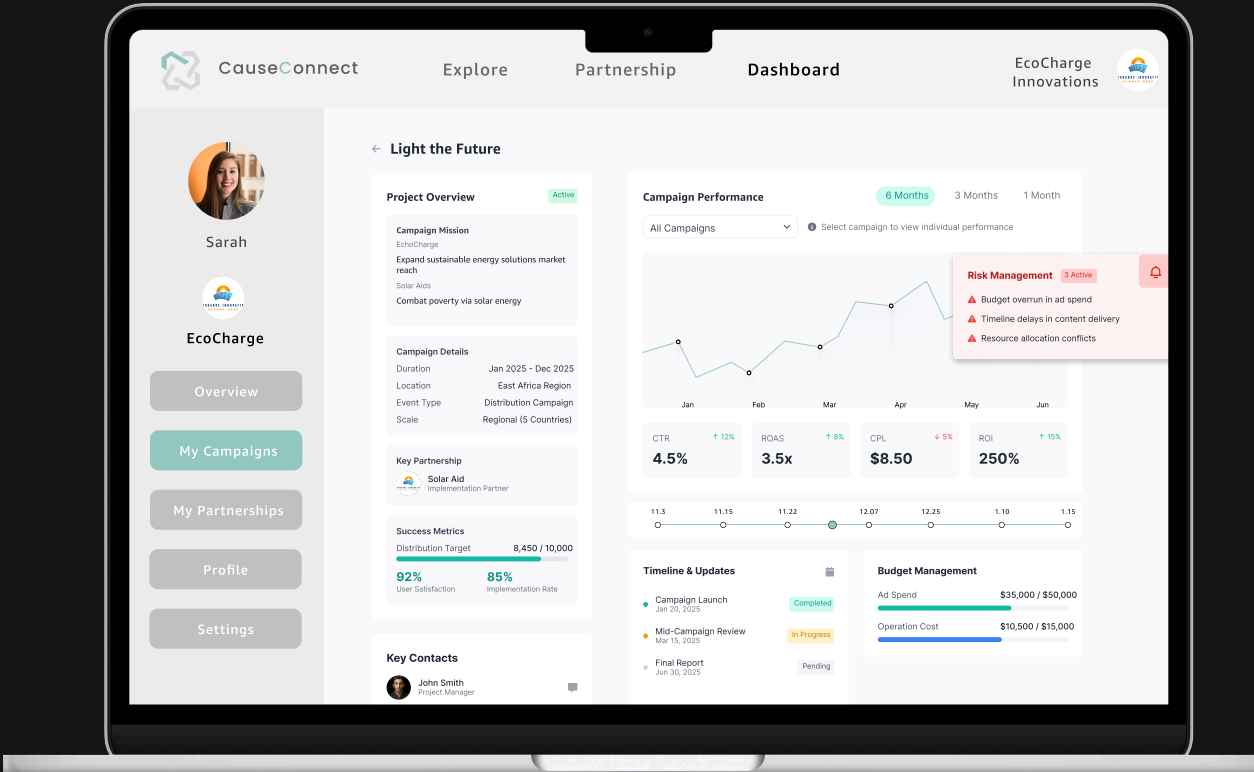
AI-Powered Matching

Connects mission-aligned nonprofits with brands.



Verified Insights

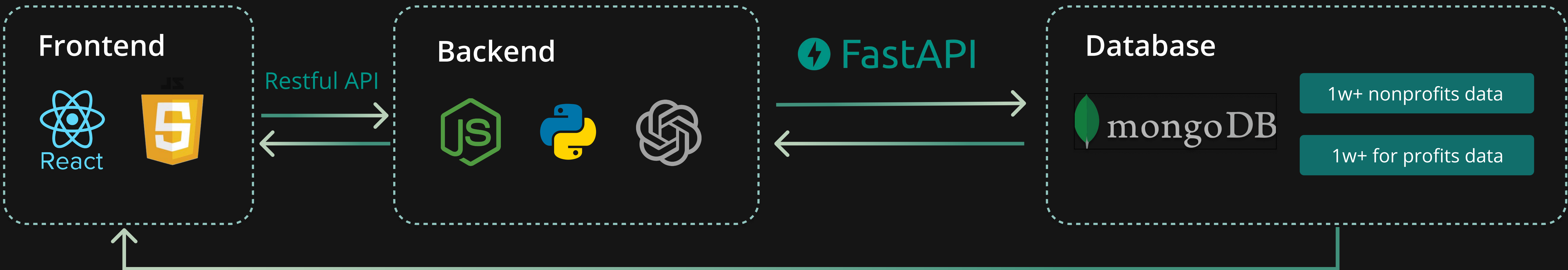
Provides shared transparency on impact and credibility.



Scalable Impact

Help build meaningful, high-ROI cause marketing campaigns.

Software Architecture



Approach

Through market research and stakeholder interviews, we identified key challenges in nonprofit-business partnerships. These insights shaped our AI-powered solution, designed to streamline collaboration. We developed and refined a 100+ page prototype, improving match accuracy, user experience, and workflow efficiency through iterative testing. As a result, CauseConnect reduces search time, enhances partnership success, and provides measurable impact tracking, making nonprofit-business collaborations smarter and more effective.

Process

