

What is Carol for a Cause?

It's the idea of inspiring others to do good things for others. It began with the writing and recording of a beautiful song, but today, it touches many thousands of people through music, photos and videos shared online, through email and in person. There is no particular cause – the idea is simply to “Play it Forward.” That is, to spread the sentiment by sharing this song and what it means to you. There is no cost, no catch, no ulterior motive.

Carol for a Cause is the brainchild of Dana Clark. She is not a songwriter, just a person who was inspired by events in her own life to create a force that could touch many lives while taking on a unique meaning for each person. Dana and a growing group of friends and colleagues have supported this grassroots effort, with their money, time and talent to record this song and to spread the word through traditional and online outlets.



How it Works

We have quickly built an impressive following, with over 7,500 song downloads when we launched just before the holidays in 2009, and the ripple effects of interviews, reviews, comments, blog posts, fans and followers are growing all the time. And we are promoting Carol for a Cause very cost-effectively: we are primarily engaging people online through social media campaigns. And this work is being led by an advertising agency that has discounted their rates heavily to support Carol for a Cause. We've only scratched the surface. We want to make a real difference in people's lives, to keep the positive impact growing and see just how powerful the human spirit can be!

Here are just a few of the comments posted in the Guest Book online:

Truly Inspirational!

Lifted my spirits

Makes you want to do something nice for someone.

Gave me chills...

A very moving message

Stunning!

Who is Carol for a Cause?

Lyricist Dana Clark

Dana Clark is not a songwriter by profession, but was inspired to write “Christmas Time” by the strong emotions she felt soon after she learned her mother was diagnosed with breast cancer. She wrote “Christmas Time” sitting in a shopping mall one afternoon, reflecting on the true meaning of the holiday. She brought the lyrics to her good friend, Dana Robinson, an accomplished singer/songwriter, and before long, they were in a recording studio.

She explains, “My first inspiration was to write this song. My second was to not promote a particular charity or cause. We decided that we want as many people as possible to listen, to share this song and feel the same way I do when I hear it.”

Clark says, “My hope is simply that this song will inspire people to do something nice for someone during the holiday season. Support a cause that is important to you, or ‘Play it Forward’ and pass on the song or our Website to spread goodwill to family and friends. There is nothing more to it. But if enough people do just that – the world will quickly be a far better place.”



[See CarolforaCause.com for an interview with Dana Clark.](#)

Songwriter Dana Robinson

Dana Robinson wrote the music and brings her strong, beautiful voice to the recording. The final song is full of emotion, and yet very tender and touching at the same time. From the many comments left on this site, it clearly leaves many with a warm, positive, hopeful feeling – exactly what Dana Clark had hoped for. Dana Robinson says, “The more we talked about this project and the more we worked on it, the more it started to come to life for me and the purpose of

it really unfolded...” Dana Robinson has spent her entire life performing and singing. Her energetic yet kind voice has been a delight to audiences worldwide. Dana is a true artist and a wonderful mother of three. The combination of the two has helped create a truly organic songwriting style. Her passion for music has taken her on a journey spanning all styles.



[See CarolforaCause.com for an interview with Dana Robinson as well as the music videos.](#)

Make Your Organization an Inspiration to All

Why Sponsor?

Carol for a Cause is definitely a labor of love. A growing group of friends, colleagues and corporate partners have poured their time, money and talents into creating the recording, several videos, this Website and now an ongoing effort to exponentially build fans and followers online. Potential sponsors are always pleasantly surprised to hear that all funds and gifts-in-kind go directly to the promotional effort. There is no other overhead.



Potential Benefits

Our Web Site

- Logo on homepage
- Contest page
- Kindred Spirits

Public Relations

- Press Release
- Photo, video posts

Social Media

- LinkedIn
- Facebook
- Twitter

Web Icon

Add our logo to your site to showcase your support.

Ecard

Electronic, Animated
Holiday Card tailored with
your logo and message.

We are happy to give you or your organization great exposure on this site and through our social media and public relations outreach.

Exposure opportunities increase with the size of your donation. You can donate any amount, any time. Donations are not tax deductible and go directly to the company that is performing the PR and social media outreach to further fuel this effort.

What can you do?

People and organizations can help by providing financial support that goes 100% directly to spreading this positive message. There is no paid staff, no other overhead besides getting the message out!

What's in it for you?

Besides a wonderful warm feeling inside, we appreciate that many organizations need to blend charitable giving with their own public relations goals. To that end, we work hard to deliver strong exposure and to share the spotlight with supporters.

Take a closer look at how we are working to promote our Website and this great message.

Click online or call with questions or to become a part of this growing movement of love and hope: 410-280-5451, carolforcause@gmail.com

Share the Love

Carol for a Cause is a concept that is possible because of the Internet. The Web makes it easy to listen, download and share the song with the press of a button.

Likewise, most of the effort to spread the word, to encourage people to “Play it Forward” is taking place through social networks. If people are passionate about something, they will take the time to become a Fan or a Friend and share it with their networks.

This year’s contest takes the concept even further – encouraging everyone to submit a photo, video or even a new song about what the original “Christmas Time” song means to them. We will in turn share this content for everyone to enjoy online.

Visit Carol for a Cause online to get a real sense of how this positive message is growing and spreading every day:

MySpace:

<http://www.myspace.com/536420369>

Twitter:

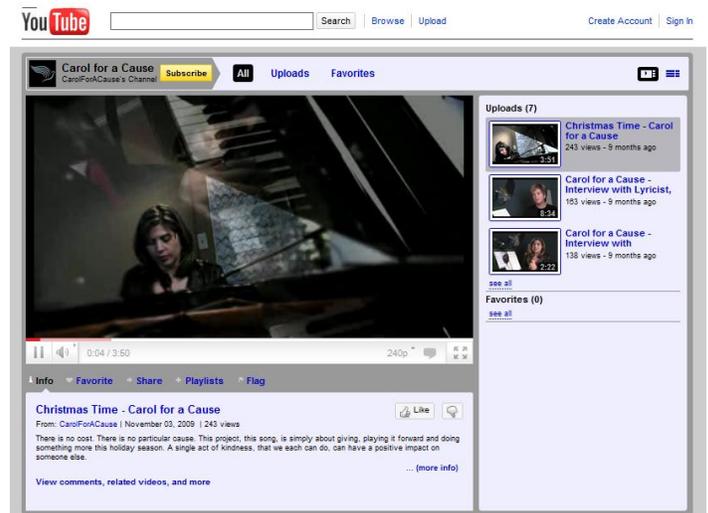
<http://twitter.com/carolforacause>

Facebook:

<http://www.facebook.com/pages/Carol-for-a-Cause/125691527447669?ref=search>

YouTube:

<http://www.youtube.com/carolforacause>





Enter for a Chance to Win \$2500!

Show us in a photo or video what the song “Christmas Time” means to you. Views on YouTube will determine the finalists and our judges will choose the winner. Entries can be touching photos, a new rendition of the song, a completely new song – whatever you are inspired to share. One lucky winner will receive \$2500; \$1250 for them and \$1250 for the charity(ies) of their choice.

Get creative and enter in one of three ways:

1. VIDEO – The video can be up to 4 minutes in length and can be comprised, but is not limited to these ideas:

- Cover of the Carol for a Cause song “Christmas Time”
- Create an accompanying video to the Carol for a Cause song “Christmas Time”
- Video displaying doing good for others, a volunteer opportunity, etc.

Please note that videos can be comprised of still images.

2. PHOTO – a photo can be, but is not limited to, the following ideas:

- Photo displaying doing something good for others, a volunteer opportunity, etc.
- A photo that represents what “Christmas Time” means to you

3. SONG – (lyrics and/or accompanying music), which can be comprised, but is not limited to, the following ideas:

- An inspirational, spiritual, or feel-good song
- Can be a rendition of “Christmas Time” or a completely new song
- A holiday song

Submission Process:

Submissions, along with an online entry form, will be entered via the Carol for a Cause Website. The entries will be housed and displayed on a page within the Website.

Entry Period and Contest Timeline:

The contest will begin on October 1, 2010. Submissions can be submitted until November 30, 2010. Voting for finalists will take place during the submission period (October 1 – November 30, 2010), followed by a short period dedicated simply to voting (December 1 - 15, 2010). The winner (best entry) will be announced on December 20, 2010 on the Carol for a Cause Website. The winner will be notified via email on the same day.

Voting and Judging:

Participants will be allowed to vote for the entries from October 1 – December 15, 2010. The ten entries (videos AND photos) with the most votes will be chosen as the ten finalists. These ten finalists will be eligible for the grand prize, which will be determined by a panel of judges.

Prize:

The grand prize will consist of \$2,500, but will be broken down into two portions: a personal cash prize in the amount of \$1,250 and a charitable donation of the winner’s choice in the amount of \$1,250.

See complete contest rules and guidelines online at www.carolforacause.com

Contacts

General inquiries: info@carolforacause.com

Lydia Ash

Lydia leads the traditional PR outreach.

Lydia@carolforacause.com

310-804-2274

David Cyphers, The Cyphers Agency, Inc.

Dave and his group lead the social media outreach, online PR effort.

dave@thecyphersagency.com

410-280-5451

Interviews or quotes can be arranged with

Dana Clark, lyricist and the inspirational force behind Carol for a Cause

Dana Robinson, singer/songwriter and performer