



# Field For Hope

**How To Be A Cause Advocate**



# MISSION

The **Field for Hope** campaign seeks to shine a positive light on depression and eliminate the stigma by planting sunflowers—physically and virtually—around the world to symbolically rebrand this treatable disease. These sunflowers honor and give hope to the 350 million people living with depression—75% of whom are untreated due to stigma.

# causes

About 30% of people who visit Causes pages take action, and more than 20% of them share it with friends. So far, more than 170 million people have taken action for 500,000+ unique causes, making it the best place to run an action campaign or get involved in one that interests you.



# WHAT CAN I DO?



# STEP 1: PLEDGE TO PLANT

Join Field for Hope and [Pledge to Plant](#) a sunflower to help give HOPE to the millions around the world living with depression.

Help Us End the Stigma of Depression!  
Pledge to Plant a Sunflower.

Posted to iFred, International Foundation for Research and ... · Apr 25 · Invite Friends

SHARE TWEET REPOST GOOGLE+ EMAIL 150 shares

▼ Hide full description

**Field For Hope**  
2013  
Pledge to plant a  
Sunflower • Garden • Field  
And, shine a light of HOPE on depression  
inspired by  
**iFred**  
SMALL ACCOUNT ON DEPRESSION

**odwalla** get growing >

**MORE FROM THIS CAMPAIGN**

- True or False: Which of these facts about depression is true?**  
55 responses
- Global Mental Health Day - October 10th**  
76 members
- Shining a Light on Depression**  
16 views

**RECOMMENDED FOR YOU**

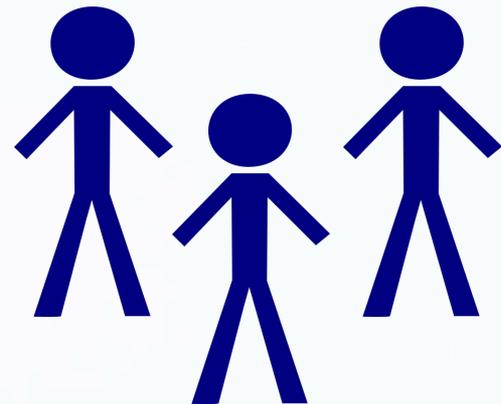
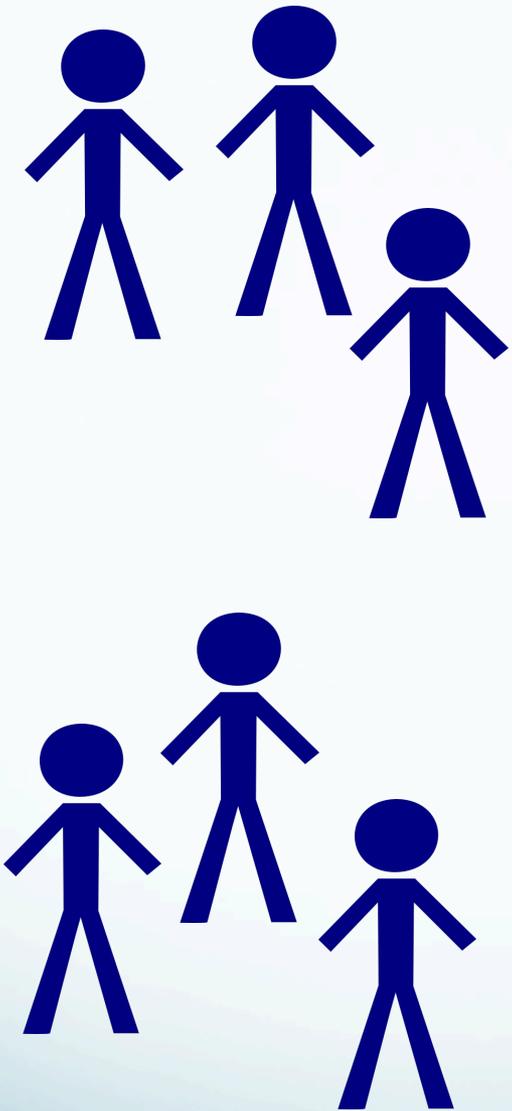
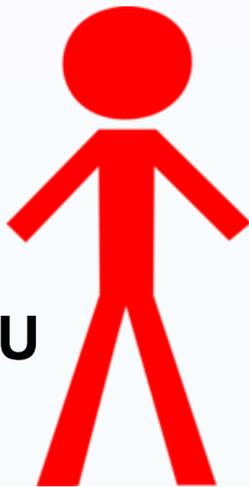
- SPONSORED**  
**Let's get real. Watch the video and Kashi will donate \$2 to HealthCorps!**  
8,141 views
- Send a Valentine Today to the Families of Sandy Hook**  
10,482 pledges
- Ban Toxic Plastic Chemical BPA from Food & Drink Containers**  
17,334 signatures

causes



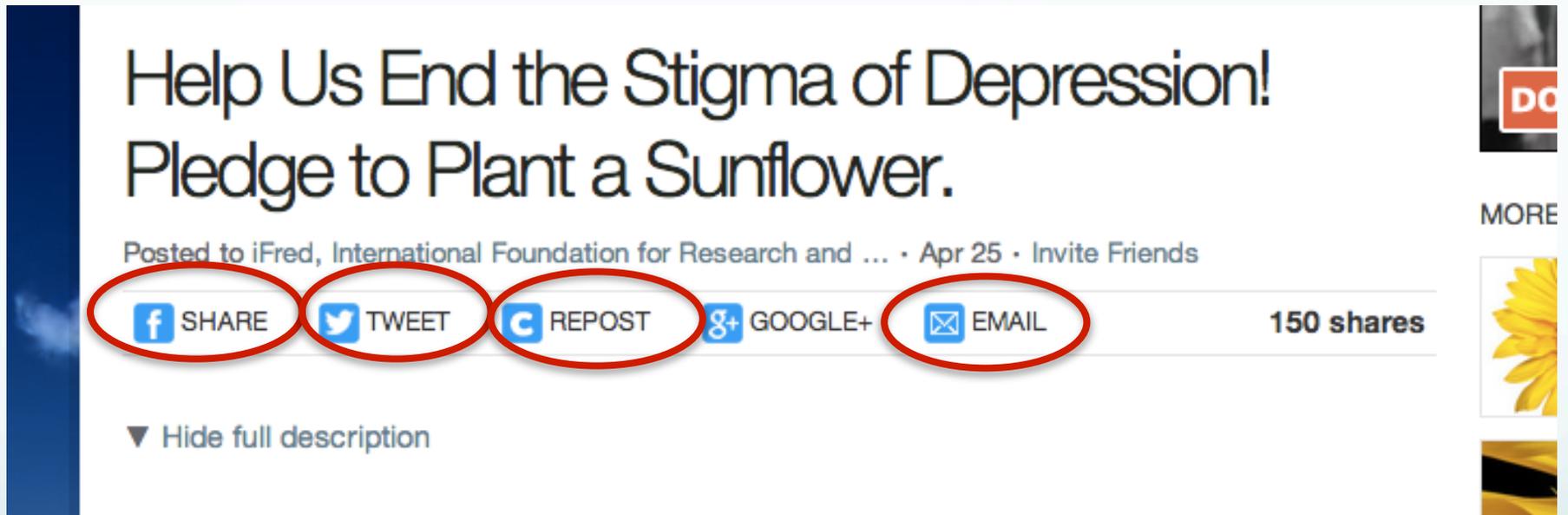
#FieldforHope

YOU



# STEP 2: SHARE

Become a Cause Advocate by encouraging friends and family members to [Pledge to Plant](#) too.



Help Us End the Stigma of Depression!  
Pledge to Plant a Sunflower.

Posted to iFred, International Foundation for Research and ... · Apr 25 · Invite Friends

[f](#) SHARE [t](#) TWEET [c](#) REPOST [g+](#) GOOGLE+ [✉](#) EMAIL **150 shares**

▼ Hide full description

The image shows a social media post with a white background and a blue vertical bar on the left. The main text is in black. Below the text is a row of social media sharing buttons: Facebook (f), Twitter (t), Repost (c), Google+ (g+), and Email (✉). Each button is enclosed in a red oval. To the right of the buttons is the text '150 shares'. Below the buttons is a dropdown arrow and the text 'Hide full description'. On the right side of the post, there are three small images: a red square with 'DO', a yellow sunflower, and a yellow and black striped square.

# BE A CAUSE ADVOCATE

FACEBOOK.COM/  
FIELDFORHOPE

- Repost
- Like
- Share
- Comment



# BE A CAUSE ADVOCATE

TWITTER.COM/  
IFREDORG

- Follow
- ReTweet
- Tweet Link with call to action and #FieldforHope

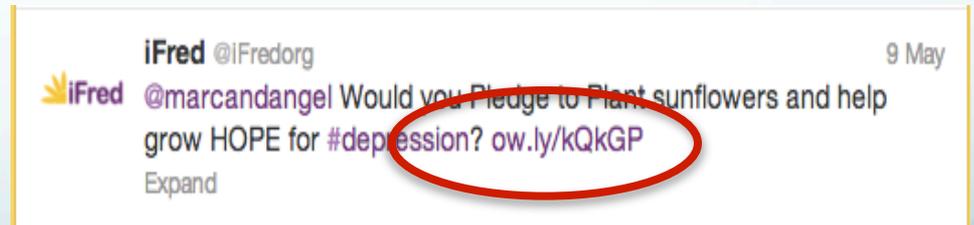


**iFred**  
@iFredorg

We seek to shine a positive light on depression and eliminate the stigma associated with the disease through prevention, research & education. #ShinetheLight  
<http://www.iFred.org>

1,475 TWEETS    1,241 FOLLOWING    548 FOLLOWERS

[Follow](#)



**iFred** @iFredorg 9 May

**iFred** @marcandangel Would you Pledge to Plant sunflowers and help grow HOPE for #depression? [ow.ly/kQkGP](http://ow.ly/kQkGP)

Expand

# BE A CAUSE ADVOCATE

## Email

- A personal message asking friends and family to support your efforts is one of the most effective ways to be a Cause Advocate.
- Contact friends and family members to let them know you have taken the Pledge to Plant. Ask them to support you by doing the same!
- You can send emails directly from the Causes.com page.



# LET'S START THE CHATTER

#FieldforHope

#SupportOurTroops

#Stigma

#Depression

#MentalHealth

#PledgetoPlant

#MessageofHope

# NEED MORE TOOLS?

Check out the Field for Hope [Activation Toolkit](#) to get all the digital tools you need to share this message of HOPE with everyone.

The toolkit also includes info and resources regarding physically planting your sunflower seeds.

Together we can start positive conversations around depression in order to end the stigma of the disease.

Questions?

[social@ifred.org](mailto:social@ifred.org)

[Twitter.com/iFredorg](https://twitter.com/iFredorg)

[Facebook.com/FieldforHope](https://facebook.com/FieldforHope)

[Causes.com/FieldforHope](https://causes.com/FieldforHope)