CAUSEWIRED

Plugging In, Getting Involved, Changing the World

Tom Watson



Contents

About the A	uthor	ix
Foreword		xi
Acknowledg	xv	
Introduction	i	xix
Chapter 1:	Lost in the Flood: Wired Causes Rise	1
Chapter 2:	Friending for Good: The Facebook	
	Philanthropists	23
Chapter 3:	Signing up to Fight EvihThe Network Acts	41
Chapter 4:	Portfolios for Change: Peer-to-Peer Philanthropy	^ 59
Chapter 5:	Defined by Causes:The Public Lives of Millennial	79
Chapter 6:	From the Bottom Up: "The Order Is Rapidly Fading"	95
Chapter 7:	Spare the Paperwork: The Quick Rise of Flash Causes	110

Contents

About the A	Author	ix
Foreword		XI
Acknowledgn	nents	xv
Introduction	xix	
Chapter 1:	Lost in the Flood: Wired Causes Rise	
Chapter 2:	Friending for Good: The Facebook Philanthropists	23
Chapter 3:	Signing up to Fight EvihThe Network Acts	41
Chapter 4:	Portfolios for Change: Peer-to-Peer Philanthropy	59
Chapter 5:	Defined by Causes: The Public Lives of Millennials	79
Chapter 6:	From the Bottom Up: "The Order Is Rapidly Fading"	95
Chapter 7:	Spare the Paperwork: The Quick Rise of Flash Causes	119

viii	Contents
VIII	CON

Chapter 8: Heralds of Change: Giving Goes Open Source	137
Chapter 9: Aspiration and Activism: Armies of Online Leaders	159
Chapter 10: Distributing the CauseWired Future	179
Websites	199
Further Reading	
Notes •	2il
Index	221