

Haiti Relief Brief

The people of Haiti need our help.

The images of destruction and pain in the aftermath of the terrible earthquake have left many of us feeling powerless. There has been an outpouring of emotion and support for the people of Haiti from the Zooppa community, so we've decided to run a contest to try to raise money for Haiti relief.

Your Mission

For community members looking to target an American audience with their ads, please create video or print advertisements that make people aware of the need for relief in Haiti, and use this call to action:

Text "HAITI" to 9-0-9-9-9 to donate \$10 to the American Red Cross's Haiti Relief Fund

For more information on the American Red Cross's Haiti text donation program, such as which mobile phone carriers are participating in this program, [click here](#).

For community members looking to target an Italian audience with their ads, please visit the [Italian Red Cross site](#) for ideas on a call to action.

For community members looking to target other international audiences with their ads, please do your own research for an appropriate charity and a call to action.

Share

Upload your ad to Zooppa, but more importantly, send it to at least 10 friends with the message to donate and pass it along.

Upload your ad to Facebook, upload it to Youtube, send it via email, post it to your blog and tweet it- whatever you can do to get the message out. We at Zooppa will do all we can to promote your ads.

Zooppa competitions typically receive 100-300 ads. If this campaign receives anywhere near that many ads, it could mean thousands of dollars of relief for the victims in Haiti.

This campaign will run for four weeks, from Wednesday January 20th through Wednesday March 31st.

This is not a competition- there are no prizes involved. This campaign is simply about raising relief funds for the people of Haiti.

Thanks to all the Zooppa members who have urged us to let them use the Zooppa platform to spread the word about Haiti Relief. Please use your abundant creative abilities to help raise money for the people of Haiti.