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## **What Influences Young America to Act for Change?**

*Cause & Social Influence Summit Heads to D.C.  
to Explore How 18- to 30-Year-Olds are Redefining Social Change  
Case Foundation is a founding sponsor*

WASHINGTON, D.C. (July 20, 2018) – Today, INFLUENCE|SG announced the creation of [Cause & Social Influence](#), an initiative exploring research on what drives social movements in America. As part of the endeavor, they will host the [Influence Nation Summit](#) on Sept. 6 in Washington, D.C., at the National Geographic campus.

The *Cause and Social Influence* initiative will focus on Americans aged 18 to 30 to increase understanding of how they view and interact with social causes in their formative adult years. The initiative will take a four-pronged approach:

1. Research – studying industries, people and mechanisms to benchmark movements and methods used to build public engagement
2. Fall Summit – featuring experts and activists who are leading and mobilizing social movements
3. Community – collaborating and sharing insights via salon-style events across the nation
4. Fellows – dedicated to the study and practice of social influences and change

## Inaugural Influence Nation Summit

The inaugural Influence Nation Summit on Sept. 6 in Washington, D.C., will bring together on one stage:

- Subject matter experts (researchers, program designers and social entrepreneurs),
- Demonstrably skilled marketing/communication pros, and
- Activists, organizers and influencers who are successfully engaging individuals on the ground.

The Case Foundation is a founding sponsor of the Summit.

“For more than a decade, the Case Foundation has studied the role of millennials and social change with our research highlighting the impact they can make,” said Jean Case, CEO of the Case Foundation and chairman of National Geographic. “We are very excited to support the Influence Nation Summit as we kick off work to study how 18- to 30-year-old Americans make decisions and are influenced to take action on social causes. Our hope is that the resulting data can serve as a roadmap to expand civic engagement and activism across a lifetime.”

“Getting passionate about a social issue is one thing. Leveraging that passion to form a movement is another,” said Derrick Feldmann, Managing Director of INFLUENCE|SG. “Any person or company that wants to persuade young America on a large scale to take that leap into active, overt involvement in a cause should attend this summit and explore our forthcoming research.”

## Tickets Now Available

Tickets to the [Influence Nation Summit](#) are now available. Tickets include full access to all programming and an evening party with complimentary beverages, lounge access with experiences, sponsor networking areas, and online video content after the event. See the program and speaker line-up for the [Influence Nation Summit](#) and get tickets at [causeandsocialinfluence.com/tickets](#). Learn more about the initiative at [causeandsocialinfluence.com](#).

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The **Case Foundation**, created by digital pioneers Jean and Steve Case, is a diverse and dynamic institution that creates programs and invests in people and ideas that can change the world by embracing the [Be Fearless principles](#) and harnessing the best impulses of entrepreneurship, innovation, technology and collaboration to drive exponential impact. In particular, the Case Foundation focuses on catalyzing movements and collaborating to bring forward ideas that have transformative potential and can lead to uncovering new, more impactful ways of addressing chronic social challenges. For more information, visit [casefoundation.org](#) and follow them on [Twitter](#) and [Facebook](#).

The **Cause & Social Influence Initiative** delivers insights into how the public is moved to action for social change. Our multi-method strategy of research and a peer network for ongoing dialogue also includes the Influence Nation Summit. The summit brings together subject matter experts, activists and organizers, and marketing/communications experts to discuss with attendees the drivers and levers for social movements, along with unique networking opportunities. [causeandsocialinfluence.com](http://causeandsocialinfluence.com) and [@causeinfluence](https://twitter.com/causeinfluence)

**INFLUENCE|SG** researches the influences that drive public involvement in social change, then works closely with companies and causes to apply those influences in bolstering their own social good. We believe this is the way to realize genuine and lasting progress on real social issues.

INFLUENCE|SG ... Influences Social Good [influencesg.com](http://influencesg.com)