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improve the quality of life for all San Diegans*

MEDIA ADVISORY

Faulconer joins two local companies to launch social media giving app

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City Council President Pro Tem Kevin Faulconer is joining two local small businesses today to kick off an innovative Twitter-based giving program designed to help non-profits and highlight the people and businesses making contributions.

[Gap Intelligence](#) and [3ones](#), both located in Point Loma, have teamed to launch [mygivingtweet.com](#) this **Friday at 12:30 p.m. at 2448 Historic Decatur Road Ste. 105**. MyGivingTweet is a real-time social media marketing tool built for “friendraising” campaigns on Twitter.

Whenever anyone retweets a donor’s message, for example, MyGivingTweet assigns a monetary value to that tweet which goes to the non-profit/501(c)(3) organization.

[@kevin_faulconer](#) [@gapintelligence](#) [@3ones](#) and [@Habitat_org](#) are participating in today’s inaugural MyGivingTweet fundraising campaign. Gap Intelligence will contribute \$1 for every retweet, up to \$1,500, to [San Diego Habitat for Humanity](#).

The tweeting starts tomorrow at 12:30 p.m.

“Gap Intelligence and 3ones are cutting-edge San Diego firms that have developed an innovative social media app for giving to worthy causes,” Faulconer said. “This type of effort helps keep San Diego on the forefront of technology and strengthens our small business and charitable communities.”

Gary Peterson, president of Gap Intelligence, said the firm has always been motivated to give back to the community.

“And MyGivingTweet.com gives us a fun and powerful way to donate funds while also raising awareness for San Diego Habitat for Humanity,” Peterson said.