

We build software that builds movements.

Dynamic
CRM



Ruth Jordan PROSPECT

Contact: ruth@rjordan.co ✓ • Facebook message

Point person: Elizabeth Russell

Recruiter: David Hall

volunteer

office volunteer

homepage signup

Fundraising
Suite



Ruth Jordan donated \$25.00
to **South Chapter**

5 days ago



Ruth Jordan donated \$50.00

Communications
Suite

We're hosting an
EcoScout volunteer
garden cleanup next
Thursday. Reply
GARDEN if you
attend!

GARDEN

We received your RSVP!
Thank you and we look

CMS



EcoScout

About Volunteer Events

Donate now

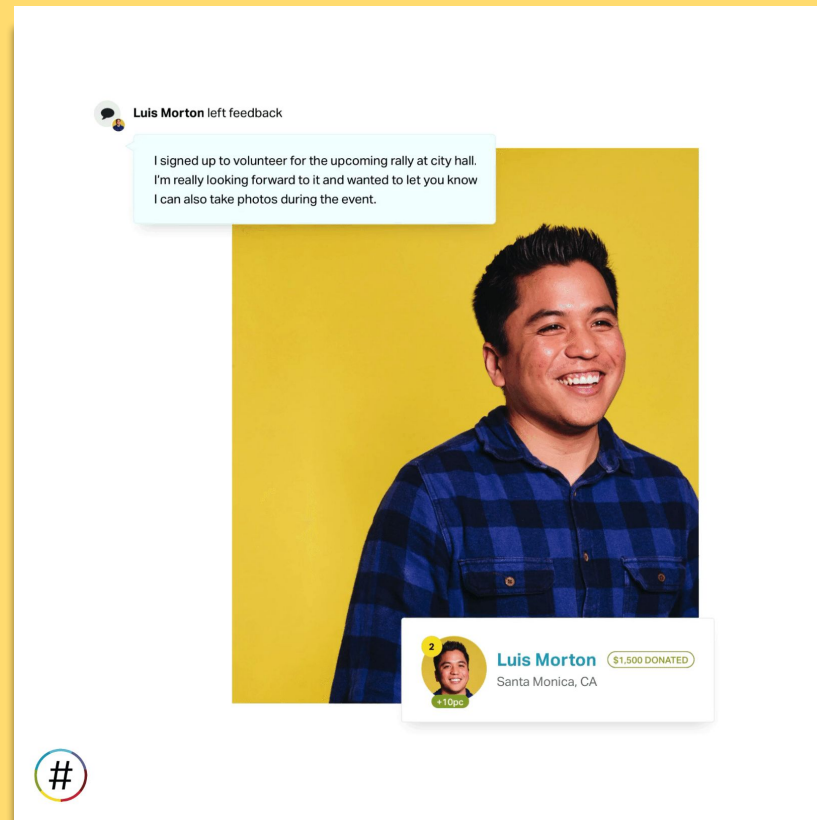
Product Principles.

Own your data.

Put people at the center.

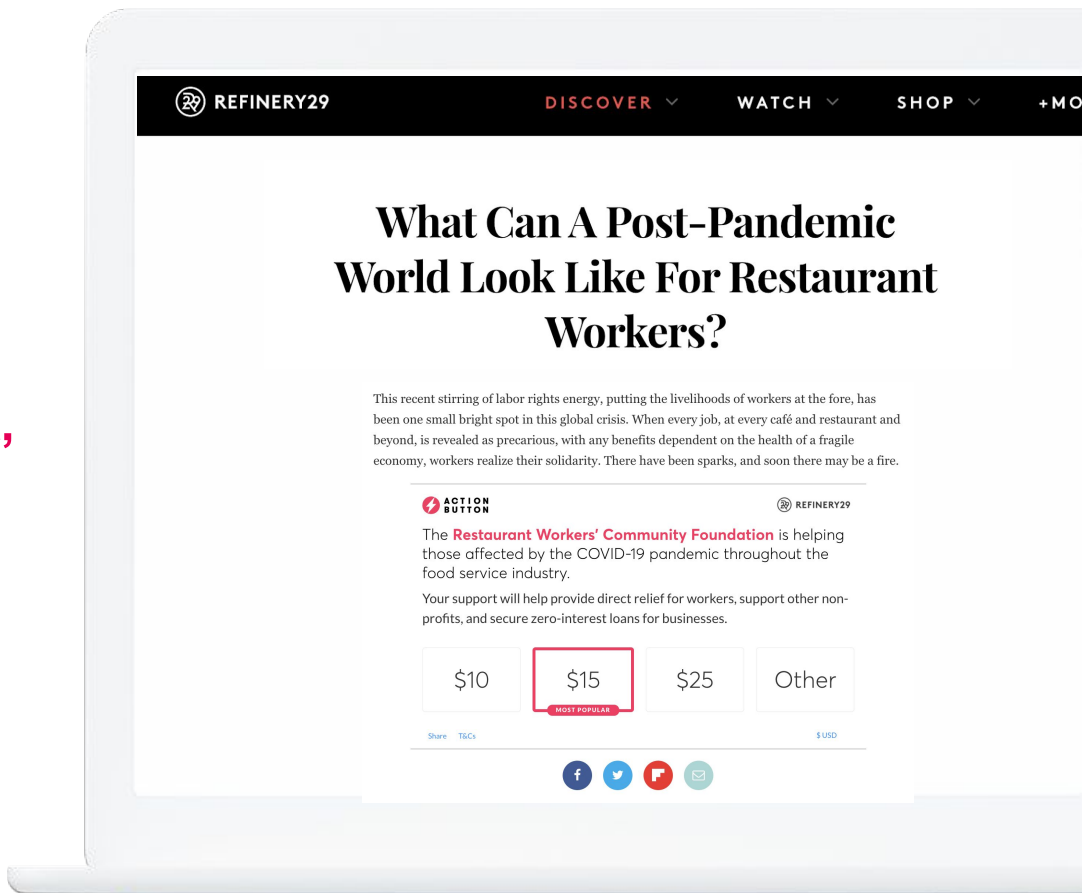
Move people to action.

Distribute leadership.





Whether increasing awareness about the issues you care about, driving legislative outreach around critical policy, or raising donations to support crucial causes—ActionButton puts the power of action in your hands.



HOW IT WORKS

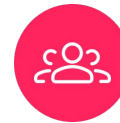
Ways to drive action



**Gather insights via
polls/quizzes**



**Share your story via
Message/Video**



Build your audience



Raise awareness



Sign a Petition/Pledge

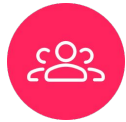


Volunteer Locally

Action Button + **NationBuilder** helps you reach your audience before mobilizing them to action.



Gather Insights
(Action Button)



Build your audience
(Action Button)



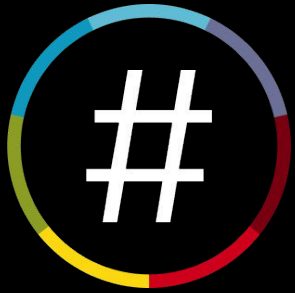
**Build community with
your audience**
(NationBuilder)



**Raise
Awareness**
(Action Button)



**Mobilize your
audience**
(NationBuilder)



Create a website that inspires action

The importance of personalization





THE IMPORTANCE OF PERSONALIZATION

Privacy by default

- Gain consent from your advocates - this is the first step
- Develop clear paths of engagement for your advocates
- Know who, how and when people want to be in conversation with you

PRIVATE



THE IMPORTANCE OF PERSONALIZATION

Say goodbye to big data

- Be smarter with the data you collect, don't just collect more of it
- Analyze and aggregate it to paint a picture of the people behind the data
- Identify your data goals
- What is their relationship to your organisation

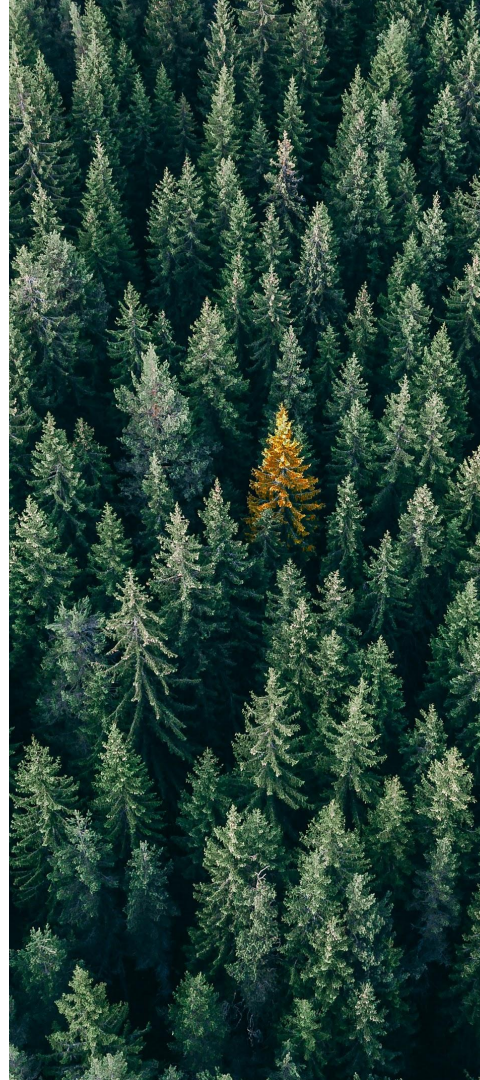
```
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id(o.createElement("div")
display: inline; zoom: 1;
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acceptData(e)){var r,i,e
rn}(n|| (delete s[u].data,
tion(e){return e=e.nodeType
pe&&9!=e.nodeType) return
Attrs"))){for(r=o.attribu
tion()){b.data(this,e,n))
==r?!0:"false"==r?!1:"n
n e?(n=(n|| "fx")+"queue"
as"==i&&(i=n.shift(), r--
data(e,n))}}}})), b.fn.ex
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xtarea|button|object)/s/i
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s.each(function(){try{thi
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rn this.each(function(t){
?b.trim(r):""}return this
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```




THE IMPORTANCE OF PERSONALIZATION

Personalization is key

- A personalized experience from the websites your audience visit, to the emails they receive is a must to put people at the center of what you are doing
- Reflect back what the individuals in your community have done for your organization
- Develop dynamic asks for your community based on historic engagement

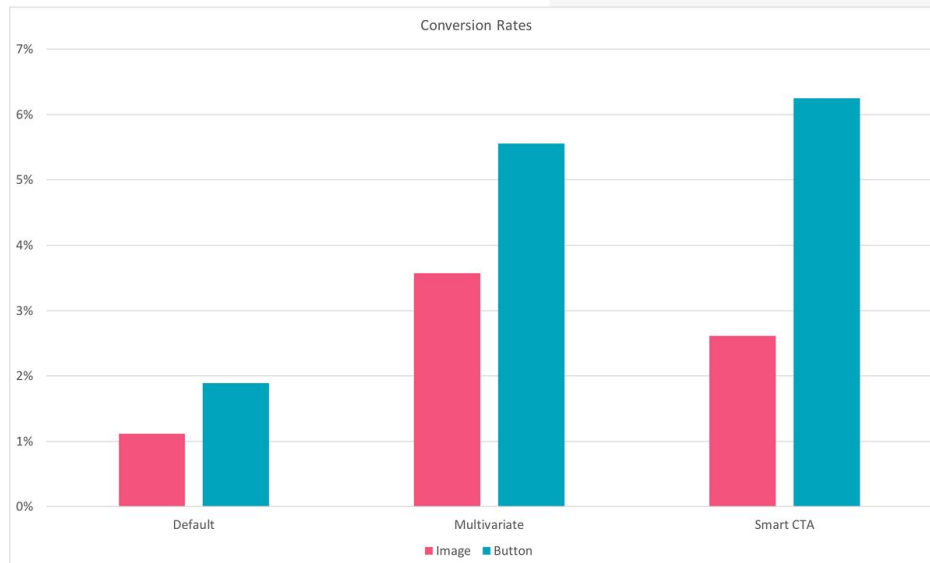




THE IMPORTANCE OF PERSONALIZATION

Keep it simple

- Buttons not images
- Relevant short copy
- Test and track with recruiter IDs





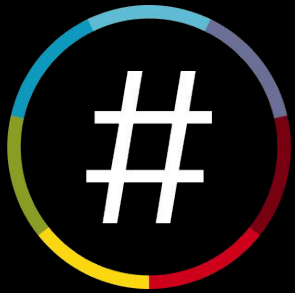
THE IMPORTANCE OF PERSONALIZATION

The Call To Action (CTA)

- Personalized Calls to Action Perform 202% Better
- Personalized emails generate 6x higher transactions
- Trigger emails based on behavior

Your response will shape your future

Name	Email	Postcode	JOIN
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Create a website that inspires action

Website



WEBSITE

User Journey

1. Create a persona for your ideal supporter
2. Identity your voice
3. Create actions you want supporters to take
4. Build dynamic journeys based on actions your supporters take
5. Prompt supporters to share and reward them for doing so
6. Follow up with them



WEBSITE

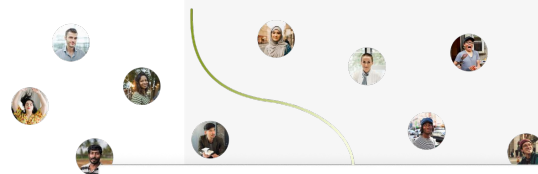
Example User Journey

1. Persona is women that live in Sydney over the age of 40 that care about bikes
2. Build an ad for that audience to drive them to a petition page
3. Once they sign the petition send them to a volunteer page
4. After they sign up to volunteer send them to a donation page
5. Prompt them to share this donation with their friends
6. Send a dynamic email series to anyone who makes the donation

✓ Has not donated

✓ On **Become a donor** path

✓ Has either **Volunteer** × or **Follower** × tag



Send an email

From: Steven Warner

Name: Let's reach our fundraising goal!



WEBSITE

Action Pages

- Action specific settings
 - Action chains
 - Tags, point person, Paths
 - Autoresponse emails
- Adding content
 - WYSIWYG
 - Embed.ly
 - Page attachments
- Subpages
 - Blog
 - Calendar

The screenshot shows a web application interface for creating a new page. On the left is a dark sidebar with a vertical stack of icons: a hash symbol (#) in a circle, a bar chart, a group of people, a calendar, a speech bubble, a network diagram, a house with a flag, and a list of items. The main content area is white and contains the following elements:

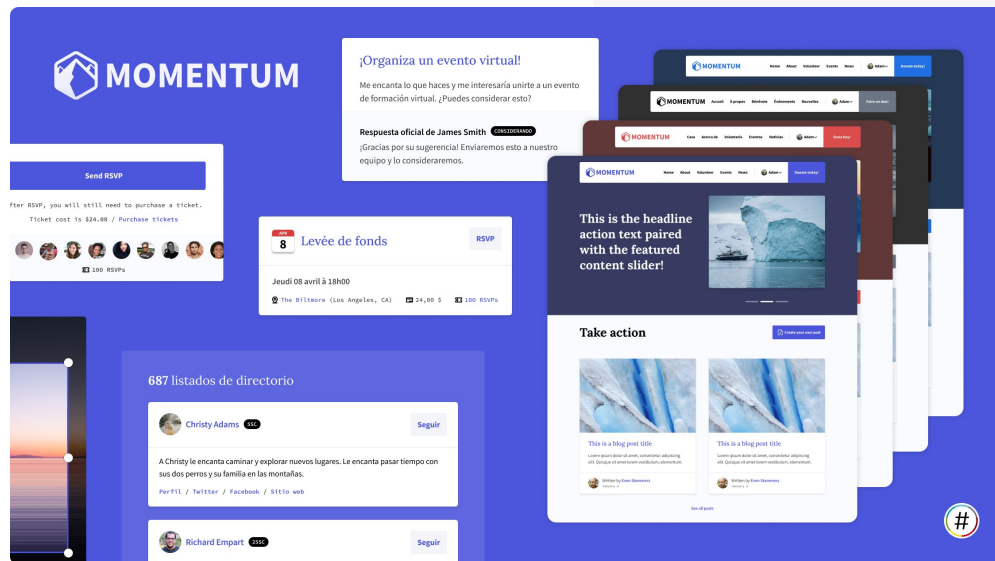
- Status:** A dropdown menu currently showing "unlisted".
- Type of page:** A section with four selectable options:
 - Basic:** Highlighted with a blue background. Description: "Get a simple page of content up and running in seconds."
 - Blog:** Description: "Tell your story, or ask your supporters contribute theirs."
 - Event:** Description: "Collect RSVPs or sell tickets for your event."
 - Petition:** Description: "Collect signatures, photos, and stories your cause."
- Include in top nav:** A checkbox that is currently unchecked.



WEBSITE

Themes

- Stock themes
- Custom themes
- Theme Marketplace





WEBSITE

Action Pages

- SEO or Search Engine Optimization can be updated on a page by page basis within the universal settings.
- Updating your SEO settings will increase your placement on search engines, like Google.

The screenshot shows a browser window with a grey title bar and standard macOS window controls (red, yellow, green buttons). The page has a light blue header with four tabs: "Page settings", "Featured content sliders", "SEO" (which is active and highlighted in blue), and "Social media". Below the header, there is a paragraph of text: "Aside from how many links from other websites point to this page, these are the four most important settings you have control over that will influence how search engines look at your page." The main content area contains four settings, each with a label, a text input field, and a descriptive note on the right. 1. "Title*" with input "Blog - WISE" and note: "People will see this when your page shows up on a search engine, but it's hardly noticeable when they are on your page. Only put the most essential words here." 2. "Slug*" with input "blog" and note: "The URL of the page is the second most important thing to Google, so you can control exactly what it says. Your page will be at [www.wiseworks.org/\[slug\]](\"http://www.wiseworks.org/[slug]\")". 3. "Headline" with input "Blog" and note: "This is the most prominent headline on your page, everyone will see it." 4. "Excerpt" with an empty text area and note: "Won't be seen on your site, but is used by many search engines and Facebook as additional text to associate with your page title. You have a few sentences." The browser window also shows a small "+" button in the top right corner of the address bar area.

Page settings Featured content sliders **SEO** Social media

Aside from how many links from other websites point to this page, these are the four most important settings you have control over that will influence how search engines look at your page.

Title*

Blog - WISE

People will see this when your page shows up on a search engine, but it's hardly noticeable when they are on your page. Only put the most essential words here.

Slug*

blog

The URL of the page is the second most important thing to Google, so you can control exactly what it says. Your page will be at [www.wiseworks.org/\[slug\]](http://www.wiseworks.org/[slug])

Headline

Blog

This is the most prominent headline on your page, everyone will see it.

Excerpt

Won't be seen on your site, but is used by many search engines and Facebook as additional text to associate with your page title. You have a few sentences.



WEBSITE

Social Share Prompts

- On every page, you have the opportunity to **prompt people to share about your page on social media.**
- When supporter share from a social share prompt, **they will share a link to the page that is unique to the member.**

The screenshot shows a browser window with a social share prompt. The prompt has a title, a description, a unique link, a copy button, a text area for a message, a character count, and social media sharing options.



Thank you for contributing!

Tell all your friends they should join you! A link will be included.

<https://yourwebsite.nationbuilder.com/donate?recruiterID> Copy

I just made a donation. You should join me!

(73 characters left)

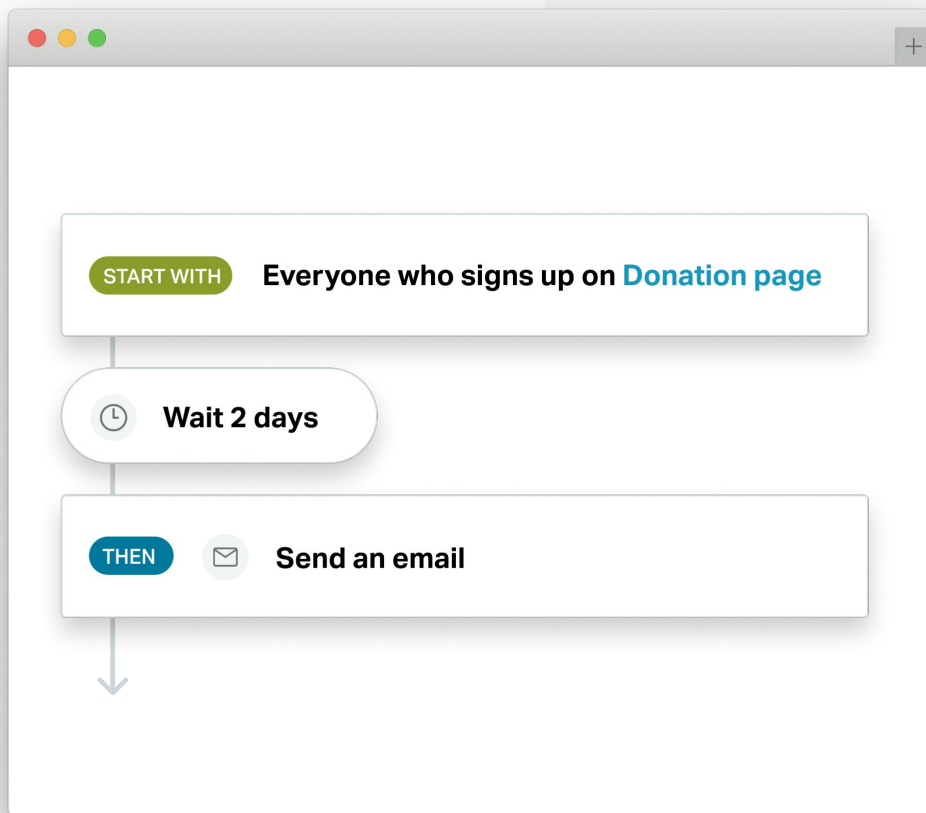
  Post

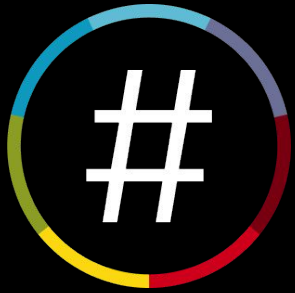


WEBSITE

Dynamic Follow Up

- Automatically send emails to supporters taking action on specific pages
- Set custom time delays between email sends
- Create dynamic content in the emails based on their previous actions





Create a website that inspires action

Personalization through your supporter journey

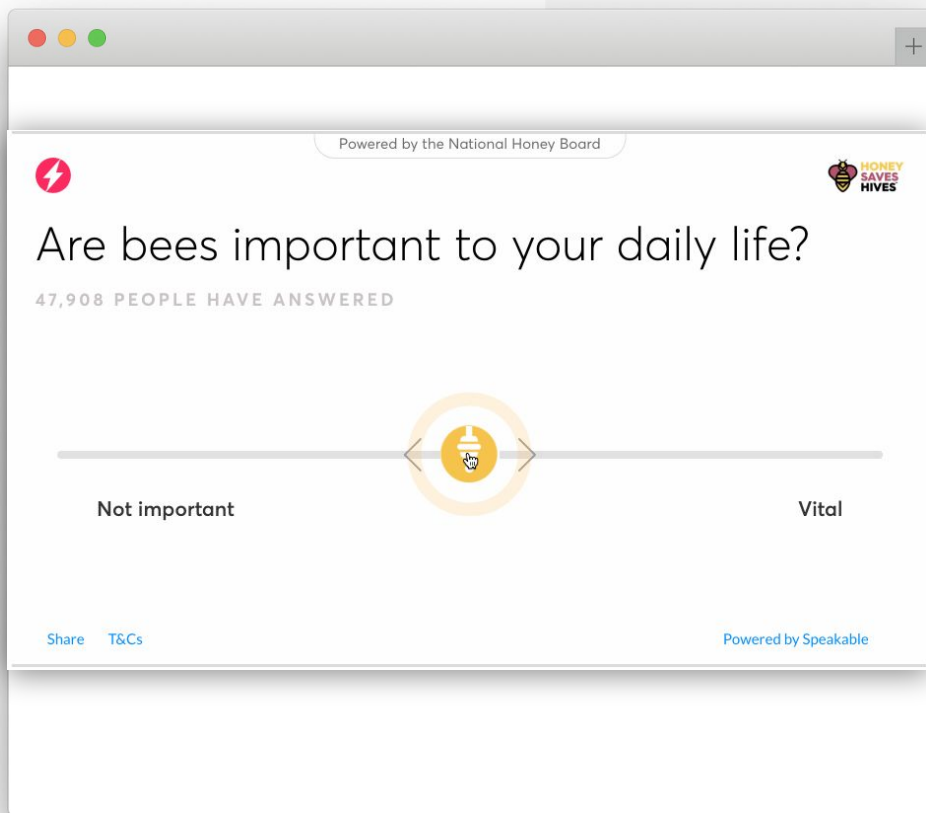




PERSONALIZATION THROUGH YOUR SUPPORTER
JOURNEY

From the first moment

- Paid media
- Earned media
- Organic reach
- Supporter Recruitment programs





PERSONALIZATION THROUGH YOUR SUPPORTER JOURNEY

New Supporters

- Welcome email program
- Specific ladders of engagement for first 90 days
- Identify what they care about
- Understand how they want to be communicated with



Christine Adams

466 Fillmore, Santa Monica, CA 90042

THEN



Send an email

Name: We need your voice!



Christine Adams completed the survey





PERSONALIZATION THROUGH YOUR SUPPORTER JOURNEY

Keep them engaged

- Gamification
- Leaderboards
- Dynamic asks
- Personal website experience

ThinkBig

HOME GET INVOLVED RESOURCES & FAQs

Roy Lichtenstein

Roy Lichtenstein 36+
Senior IT developer

Connect profile to Twitter

This year you have contributed **18 hours**. You're **Amazing!**

18

AWESOME 15 AMAZING 30 INCREDIBLE 45 ROCK-STAR! 60+

Bob Martins is your big thinker

I AM...
dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat...

I SUPPORT ThinkBig BECAUSE...
dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat...

Time everyone has given to Think Big so far this year:

11,235 hours

YOUNG PEOPLE 4320 hours

TEAM 1230 hours

DIGITAL 10231 hours

PLANET 543 hours

Top fundraisers leaderboard
Updated 2 days ago

- 1 **Rosa Austin**
\$930 raised
- 2 **Azar Hosseini**
\$905 raised
- 3 **Linda Evans**
\$750 raised



PERSONALIZATION THROUGH YOUR SUPPORTER JOURNEY

Recruitment programs

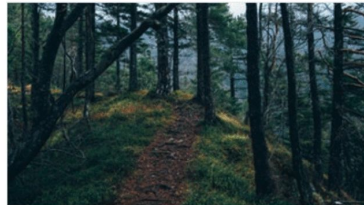
- Find your 5%
- Create VIP content
- Incentivise them to recruit friends and family
- Start the journey with your new supporters...



Frances Carr

20 mins

I just volunteered to lead a nature hike. Join me!



Support the Forest. Find a Hike Near You.

SAVETHEFOREST.COM



Frances Carr

Nashville, TN



Roger Matthews

Nashville, TN

Questions