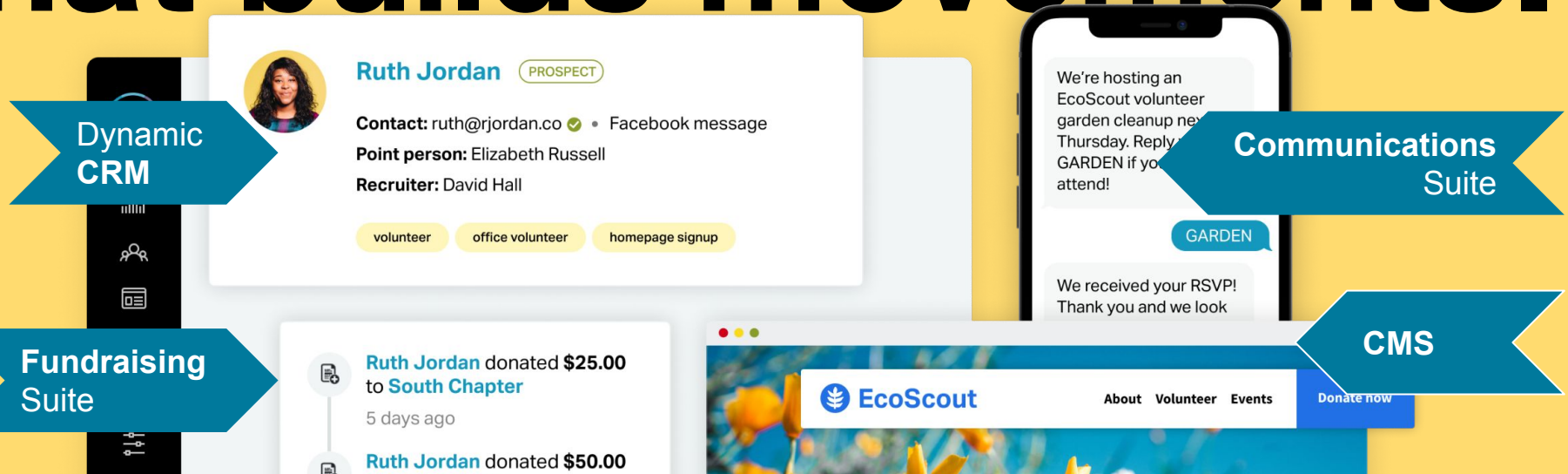
NationBuilder

We build software that builds movements.



NationBuilder

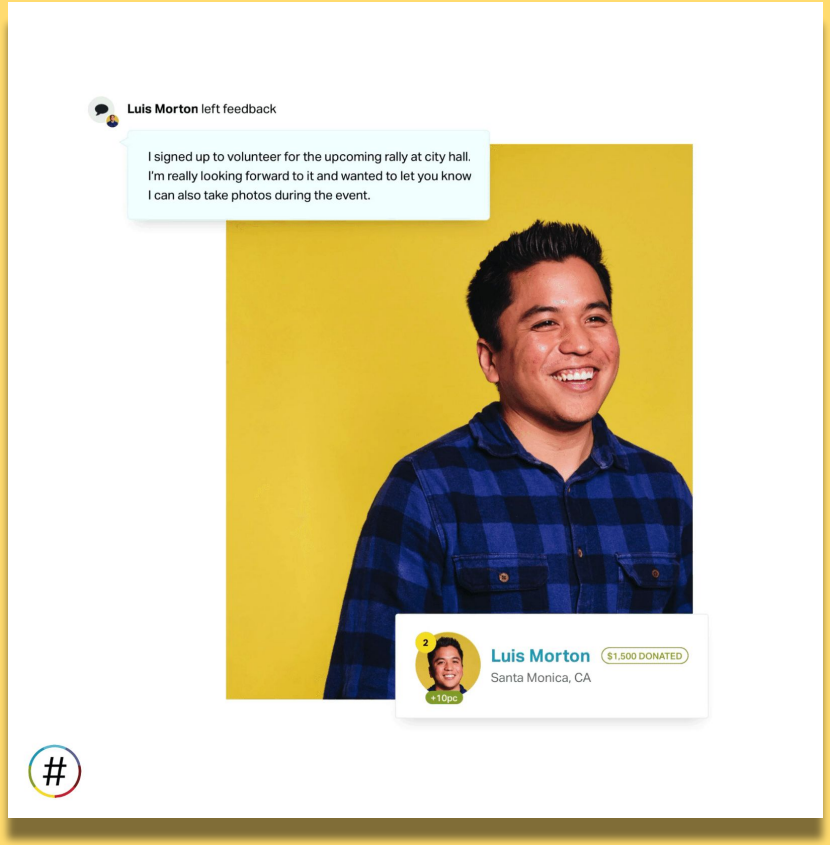
Product Principles.

Own your data.

Put people at the center.

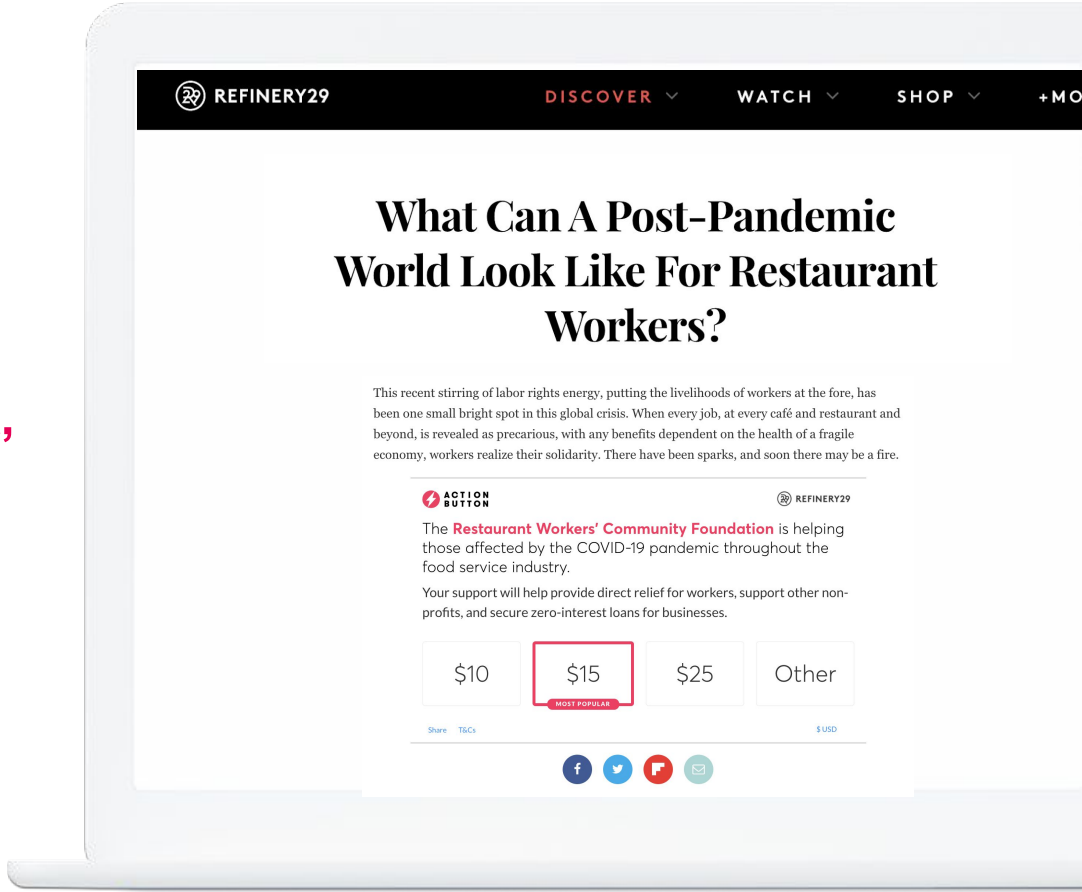
Move people to action.

Distribute leadership.



ACTION BUTTON

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.

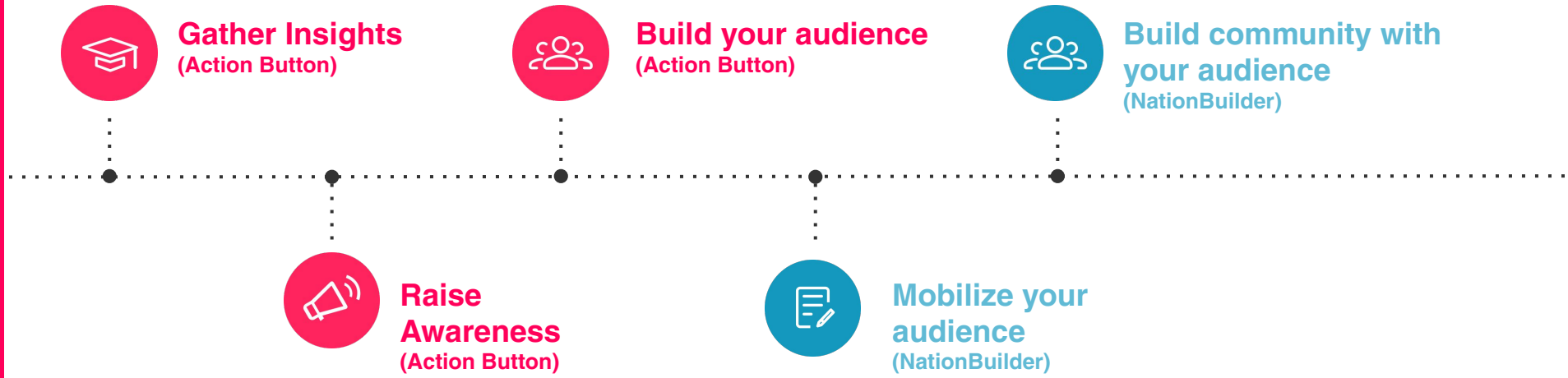


HOW IT WORKS

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.



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

THE IMPORTANCE OF PERSONALIZATION

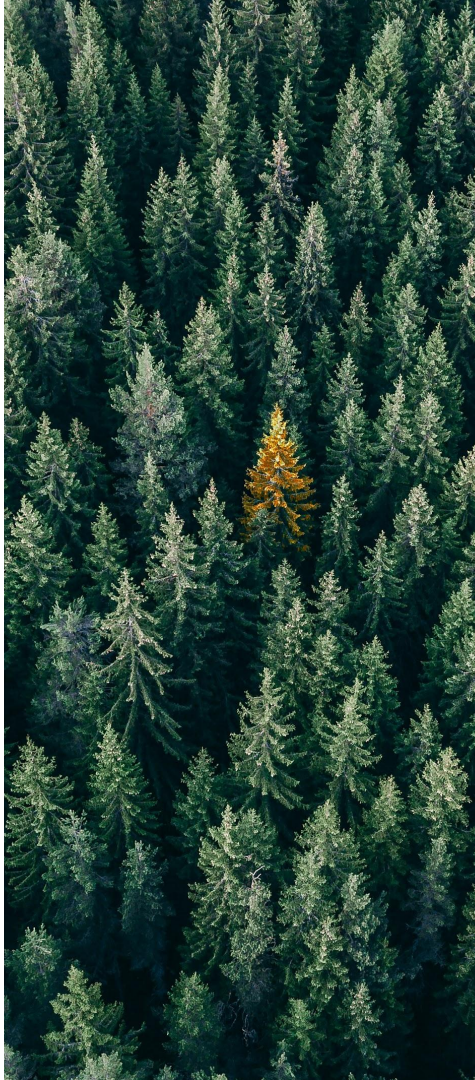
Say goodbye to big data

- 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

THE IMPORTANCE OF PERSONALIZATION

Personalization is key

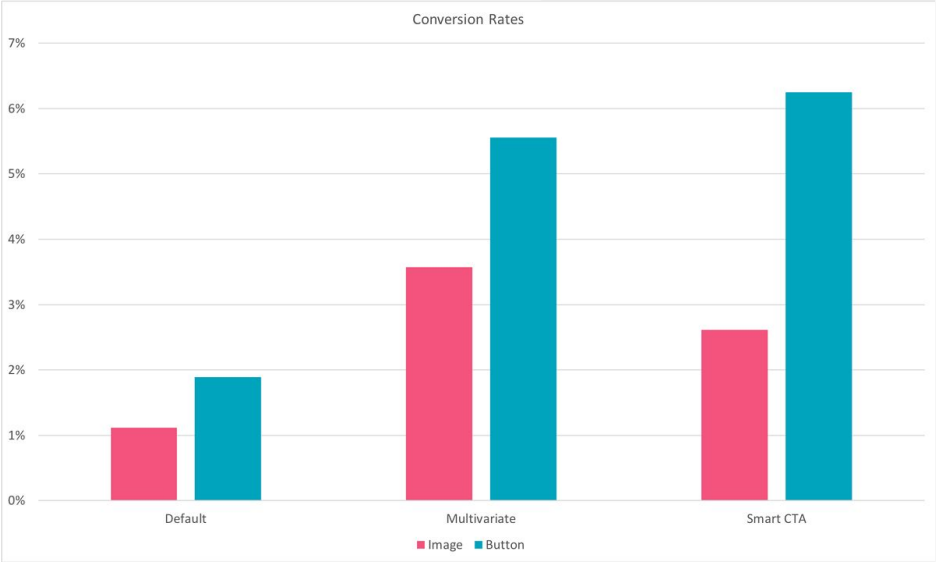
- A personalized experience from the websites your audience visit, to the emails they receive is a must to put people at the center of what you are doing
- Reflect back what the individuals in your community have done for your organization
- Develop dynamic asks for your community based on historic engagement



THE IMPORTANCE OF PERSONALIZATION

Keep it simple

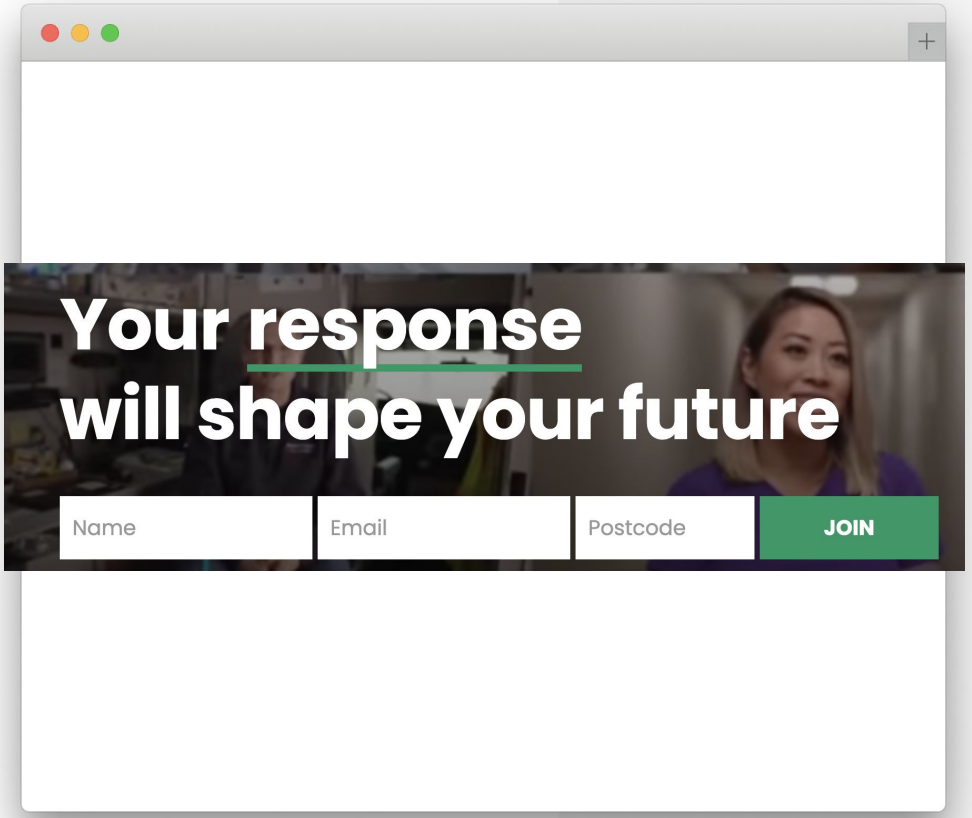
- Buttons not images
- Relevant short copy
- Test and track with recruiter IDs

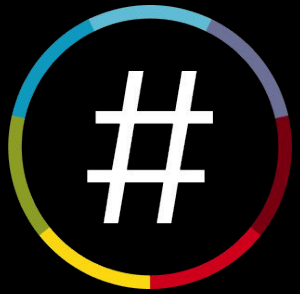


THE IMPORTANCE OF PERSONALIZATION

The Call To Action (CTA)

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





Create a website that inspires action

Website

WEBSITE

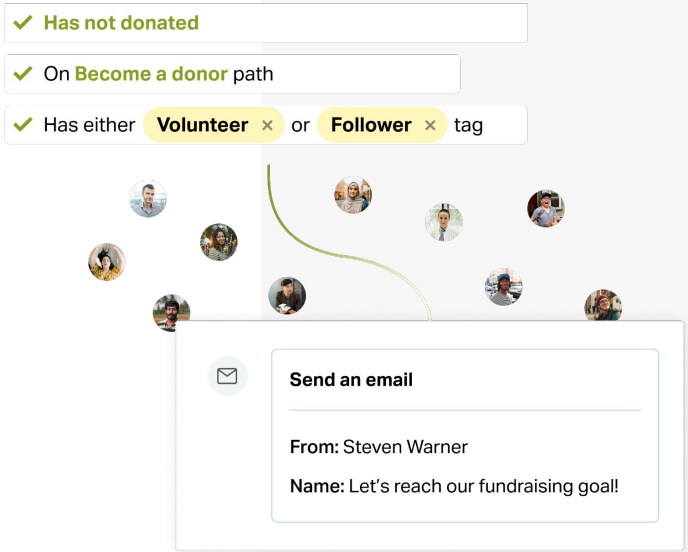
User Journey

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

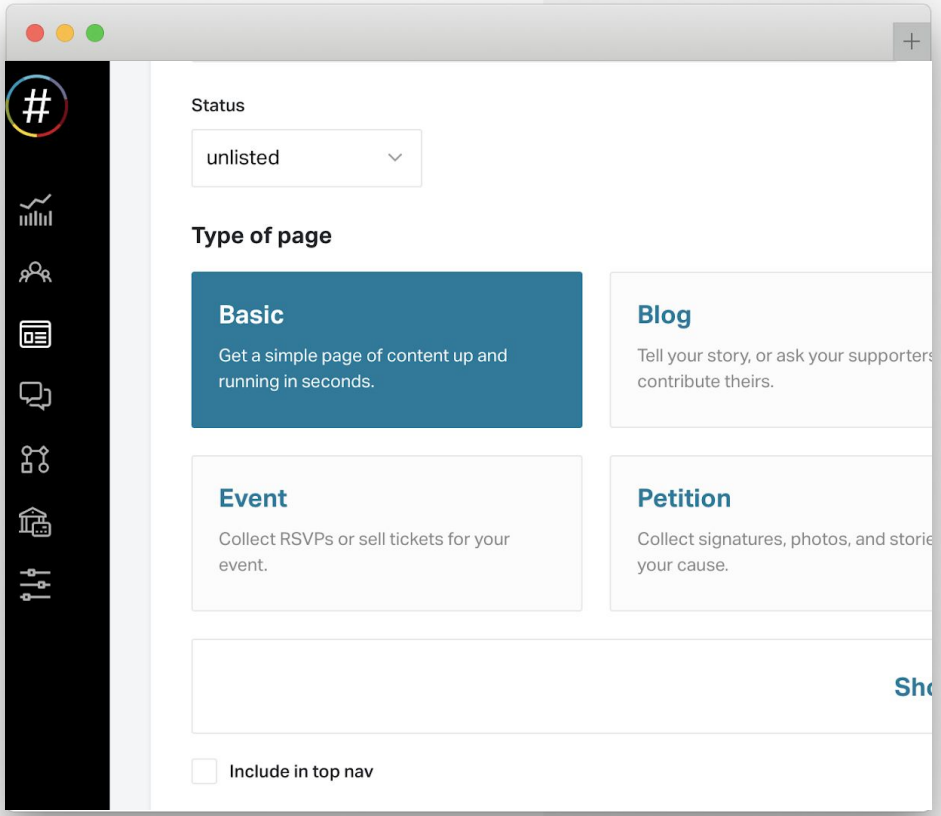
1. Persona is women that live in Sydney over the age of 40 that care about bikes
2. Build an ad for that audience to drive them to a petition page
3. Once they sign the petition send them to a volunteer page
4. After they sign up to volunteer send them to a donation page
5. Prompt them to share this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



WEBSITE

Action Pages

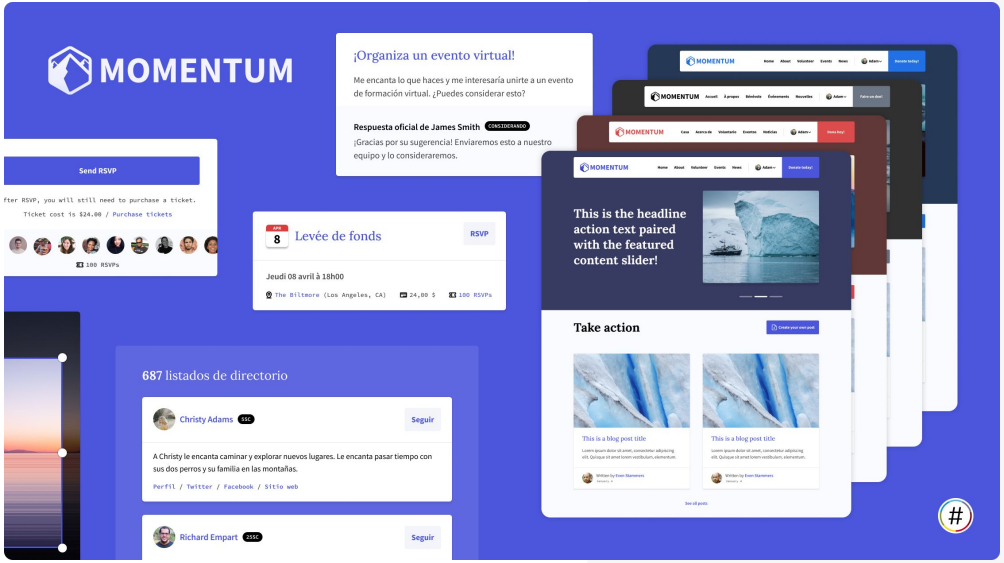
- Action specific settings
  - Action chains
  - Tags, point person, Paths
  - Autoresponse emails
- Adding content
  - WYSIWYG
  - Embed.ly
  - Page attachments
- Subpages
  - Blog
  - Calendar



WEBSITE

Themes

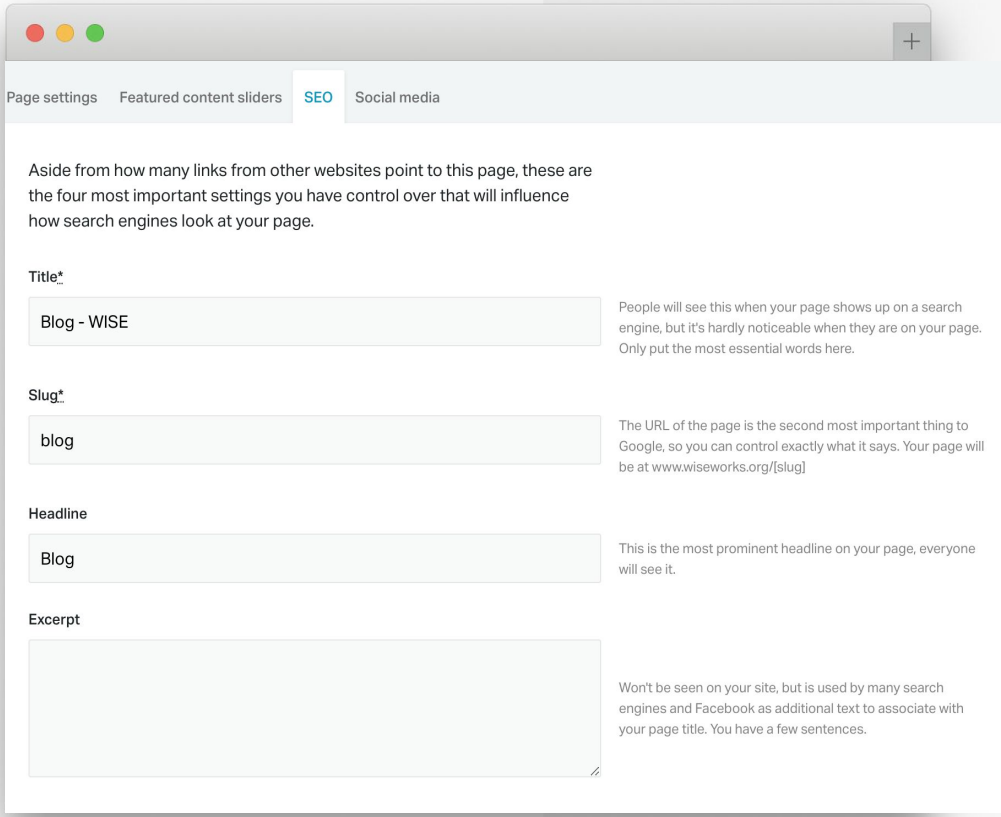
- Stock themes
- Custom themes
- Theme Marketplace



WEBSITE

Action Pages

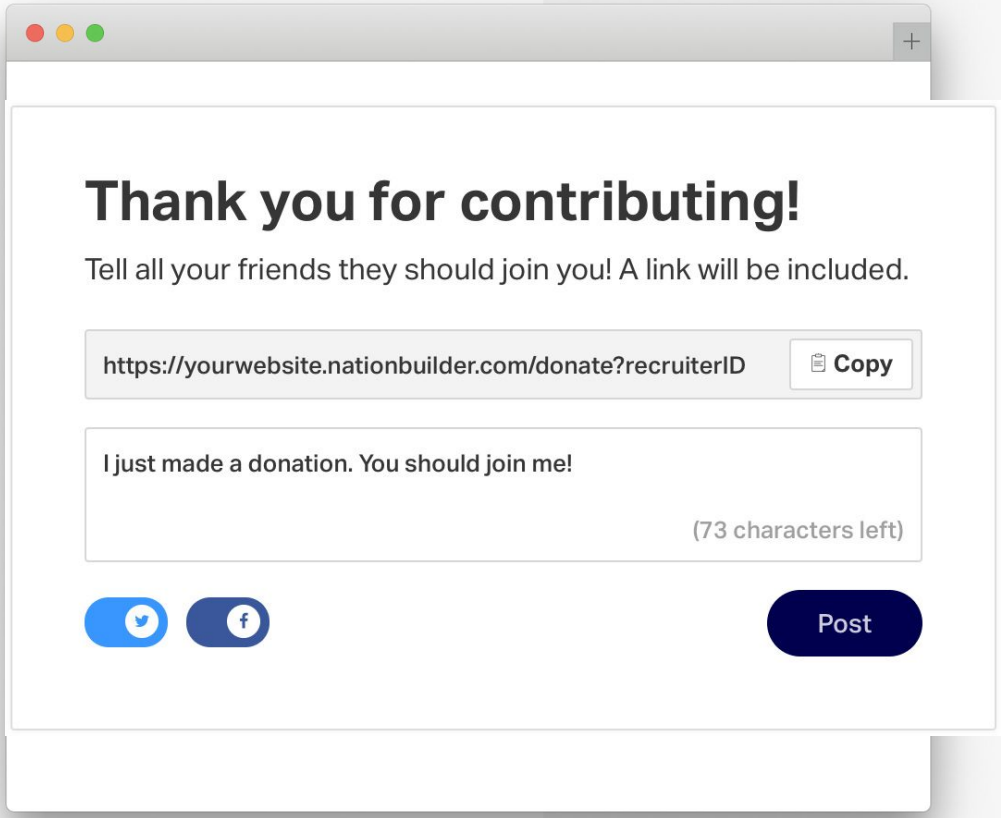
- SEO or Search Engine Optimization can be updated on a page by page basis within the universal settings.
- Updating your SEO settings will increase your placement on search engines, like Google.



WEBSITE

Social Share Prompts

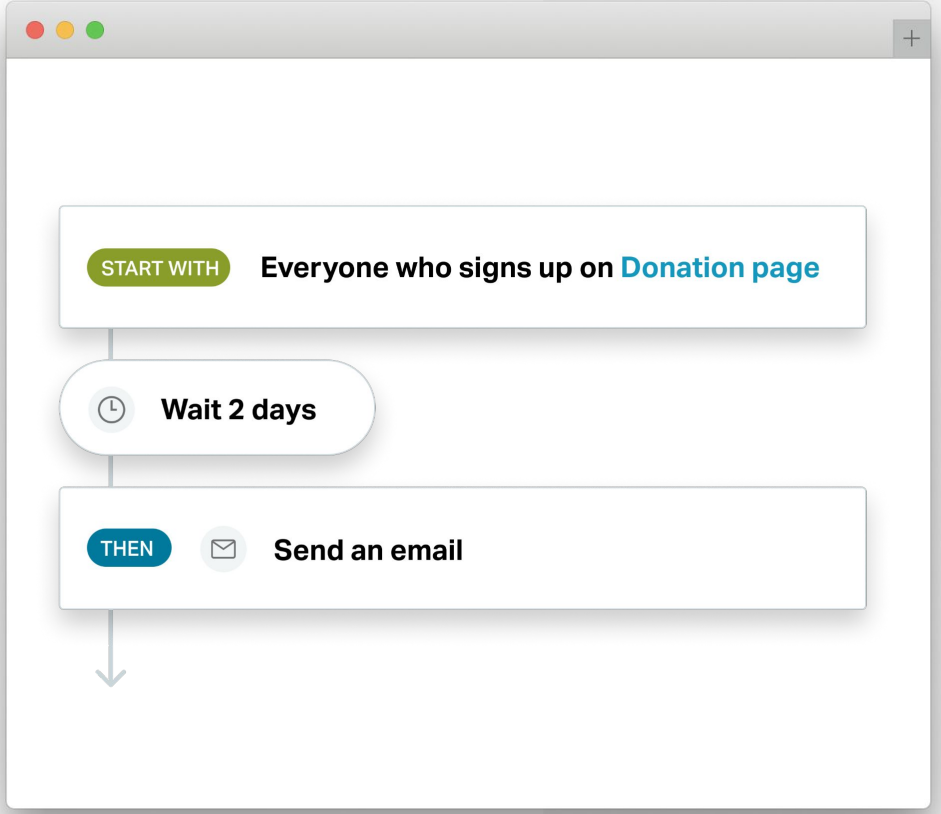
- On every page, you have the opportunity to **prompt people to share about your page on social media**.
- When supporter share from a social share prompt, **they will share a link to the page that is unique to the member**.



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



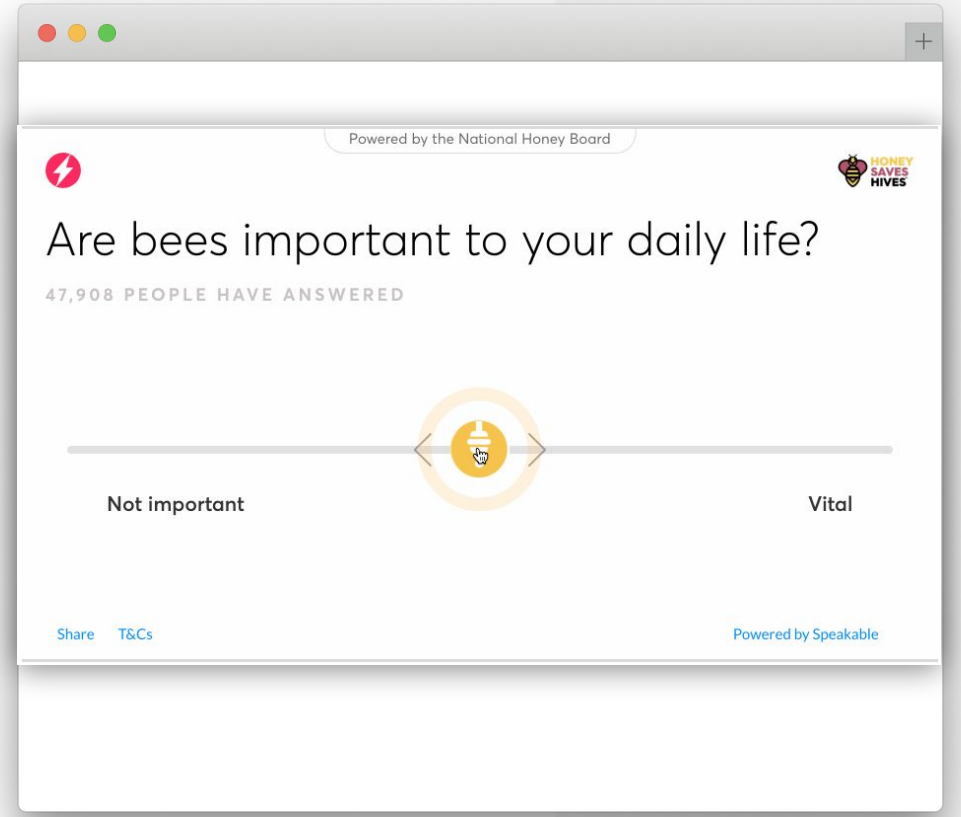
Create a website that inspires action

Personalization through your supporter journey

PERSONALIZATION THROUGH YOUR SUPPORTER JOURNEY

From the first moment

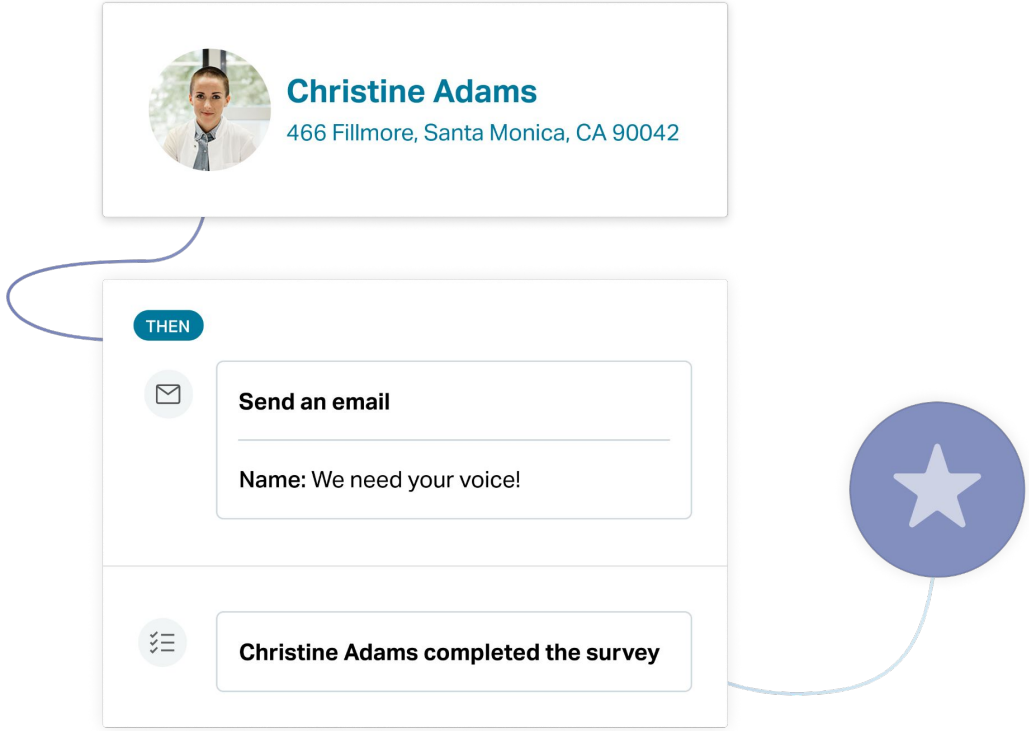
- Paid media
- Earned media
- Organic reach
- Supporter Recruitment programs



PERSONALIZATION THROUGH YOUR SUPPORTER JOURNEY

New Supporters

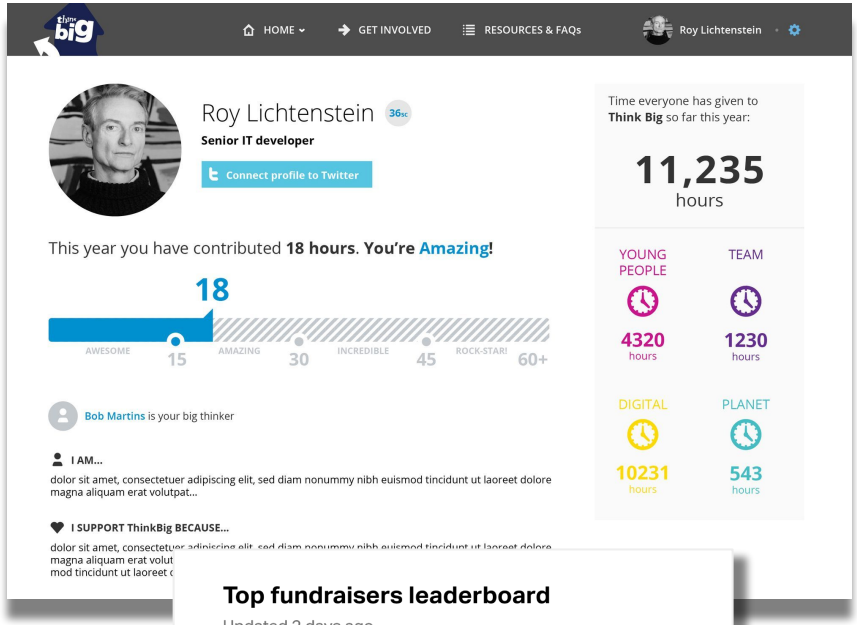
- Welcome email program
- Specific ladders of engagement for first 90 days
- Identify what they care about
- Understand how they want to be communicated with

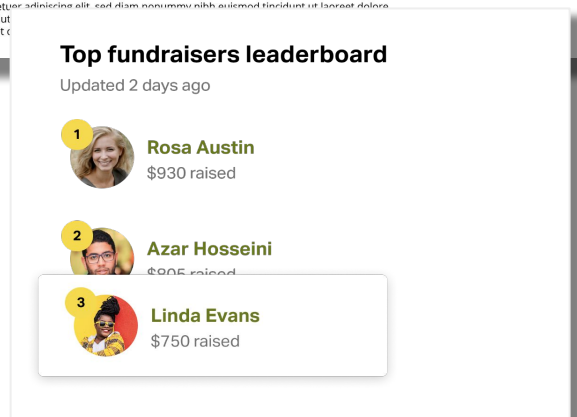


PERSONALIZATION THROUGH YOUR SUPPORTER JOURNEY

Keep them engaged

- Gamification
- Leaderboards
- Dynamic asks
- Personal website experience

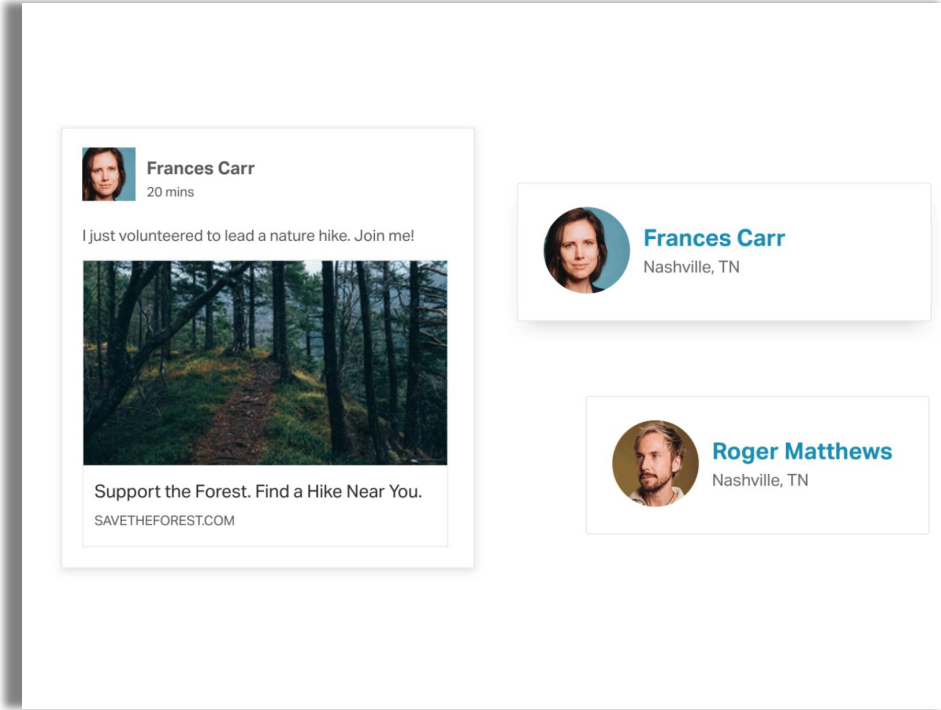




PERSONALIZATION THROUGH YOUR SUPPORTER JOURNEY

Recruitment programs

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



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Questions