



Build the Future

Software designed to power your organizations, movements, and campaigns.

Liliana Espinoza uses NationBuilder at **NALIP** to run events, sign up members, and advocate for inclusion for Latinx people in film and television.

Fully-integrated software designed to power your organizations, movements, and campaigns

+👤 Dynamic people database

🌐 Hosted website

💬 Email and text blasting

💰 Donation and fundraising

💡 ...and much more



Marrie Mori texted

I signed up to volunteer for the event this weekend. I'm really looking forward to it and wanted to let you know I can also take photos during the event.

🐦 @marriemori

Email address

I'm in!

Donate today!

\$25

\$50

\$100

\$250

\$500

\$1,000



Marrie Mori
Chicago, IL

(\$1,500 DONATED)

+10pc

We couldn't do it without you



Janie Owen to me

February 27

Hello Marrie,

Thank you so much for attending the recent event in Chicago. We have another event this weekend, **recruit your friends** to join our community!

Will you help us reach our fundraising goal by giving \$25 today?

Thank you!
Janie



Reply

STRONG
supporter

top recruiter

local advocate

Top recruiters

1

Duane Park

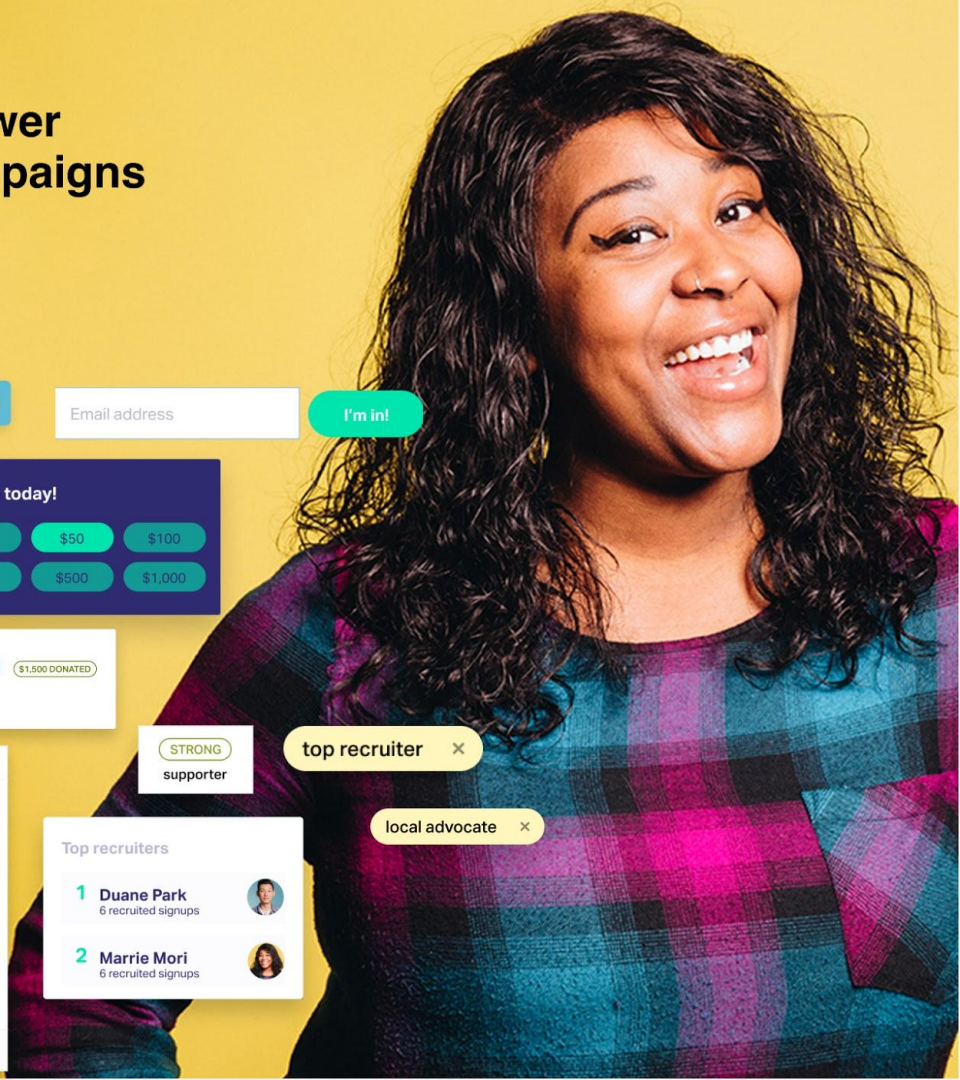
6 recruited signups



2

Marrie Mori

6 recruited signups





Our product principles

- Own your own data
- Put people at the center
- Move people to action
- Distribute leadership



Jane Cooper left feedback

I signed up to volunteer at the annual fundraising auction. I'm really looking forward to it and wanted to let you know I can also take photos during the event.

VOLUNTEER

@janecooper

2 Most recruits

STRONG
supporter

HOUSEHOLD

local advocate x

top fundraiser x



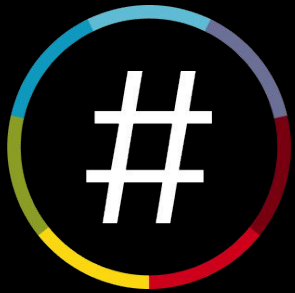
2

Jane Cooper

\$1,500 DONATED

Minneapolis, MN

+10pc



HOW TO PRODUCE AN ACTION BUILT WEBSITE

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

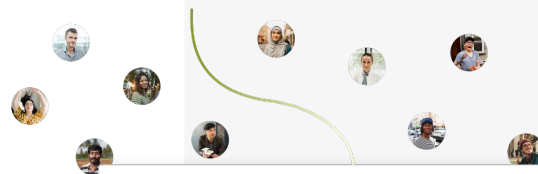
Example User Journey

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 browser window with a sidebar on the left containing a navigation menu. The main content area is titled 'Status' and 'Type of page'. The 'Status' dropdown is set to 'unlisted'. Under 'Type of page', there are four options: 'Basic' (selected), 'Blog', 'Event', and 'Petition'. Each option has a brief description. At the bottom, there is a checkbox labeled 'Include in top nav' which is currently unchecked.

Status

unlisted

Type of page

Basic
Get a simple page of content up and running in seconds.

Blog
Tell your story, or ask your supporters contribute theirs.

Event
Collect RSVPs or sell tickets for your event.

Petition
Collect signatures, photos, and stories your cause.

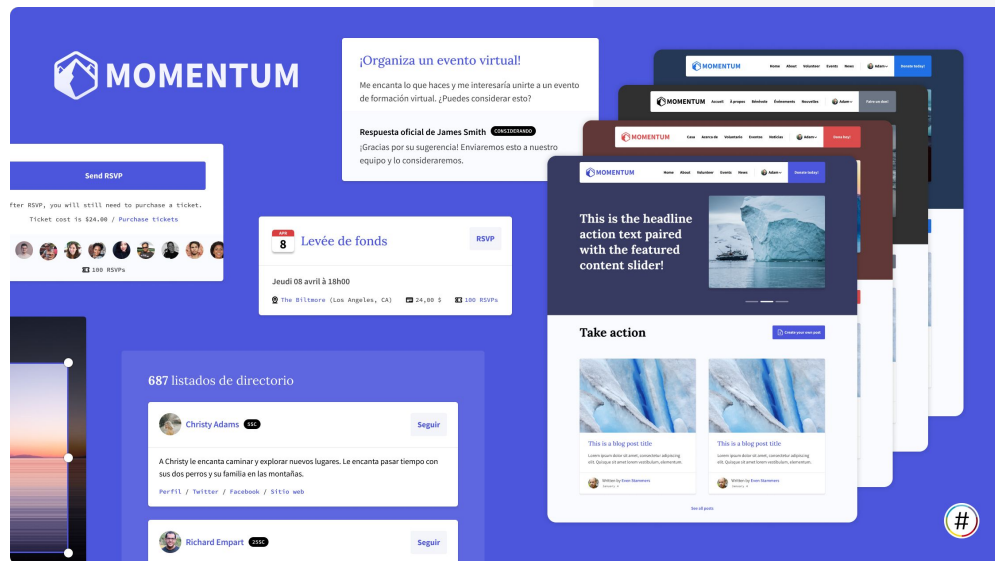
☐ Include in top nav



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.

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 'Thank you for contributing!', a subtext 'Tell all your friends they should join you! A link will be included.', a text input field containing a URL, a 'Copy' button, a text area for a message, a character count '(73 characters left)', and buttons for Twitter, Facebook, and a 'Post' button.

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)

Twitter Facebook 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

