NationBuilder

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.

Theory of change

Solving today's biggest challenges isn't about one leader — it's about millions. NationBuilder exists to make it possible for anyone to easily mobilize their community and lead them to action.
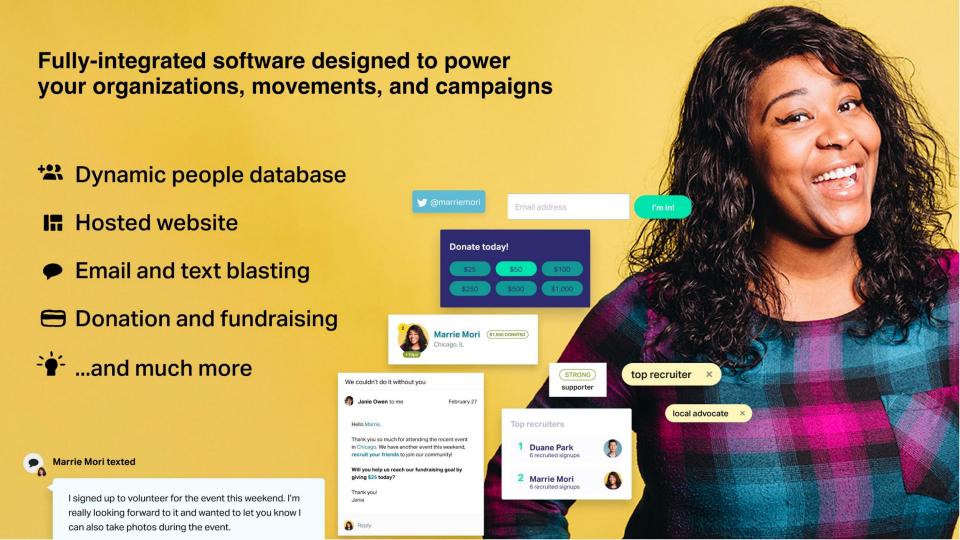
Our vision & mission

- We envision a world where everyone has the freedom and opportunity to create what they are meant to create

- We build the infrastructure for a world of creators by helping leaders build and organize thriving communities

Our experience

- **60+ years** of movement-building experience on the leadership team alone
- Visionary engineers, attracted to mission-driven impact
- Lifelong practitioners of movement-building in politics, advocacy, NGOs, nonprofit organizations
- Academics and strategists studying the principles of leadership, organizing, and community building
- And ten years of serving nonprofits, political campaigns, political parties, advocacy orgs, and corporations through our software

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**

@marriemori

Email address

I'm in!

Donate today!

| $25 | $50 | $100 |
| $250 | $500 | $1,000 |

2 **Marrie Mori** $1,500 DONATED
Chicago, IL
+10pc

STRONG
supporter

top recruiter ✕

local advocate ✕

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

Top recruiters

1 **Duane Park**
6 recruited signups

2 **Marrie Mori**
6 recruited signups

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.

The results

- **NationBuilder is the world's most used software for politics and advocacy**
- 100,000+ organizations served
- Movements built in over 110 countries
- Over $3B USD raised through the platform
- 1.5B emails sent and over 260K events managed in 2019

Customers using our integrated system...

RECRUITED

71x

more supporters

RECEIVED

7.5x

more donations per supporter

INCREASED MEDIAN DONATION

100%

per add. person in leadership

HAD SUPPORTERS FUNDRAISE

47x

more on behalf of their org

INCREASED EVENT RSVPS BY

50%

per add. person in leadership

USING GAMIFICATION HAD

25x

more signups

Our product principles

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