

How to digitize your NPO in 7 steps

1. Start your nation

Select a public theme, which features a customizable template that doesn't require any HTML knowhow. After creating your website, connect your organization's Twitter handle and Facebook page to a Broadcaster. Finally, select your free NationBuilder phone number for texting and voicemail.

2. Identify your core team

Give each member of your team access to your nation. When logged in to the control panel, team members will be able to view, in real time, all the actions your supporters are taking, track conversations, and tag supporters with relevant information.

3. Import your data

Load membership data into NationBuilder's control panel and let NationBuilder Match work its magic. Then use Klout scores and sort by highest Twitter followers to identify your most influential members. Ask them to lead in the area where their voice is strongest: online. Track which members are recruiting best and reward them.

4. Prepare to accept donations

Define your organization's goals and connect your payment processor to begin accepting donations from your supporters.

5. Revisit your website

Choose whether you want to keep your public theme or work with an Architect to build out a custom theme.

6. Make actions easy

Use the site to collect membership information, host events, keep people up-to-date, and enable members to have their own log-ins to certain content areas.

- Recruit volunteers
- Accept donations
- Host events
- Launch petitions

7. Revisit your website

View the online communication demo and review email best practices. Filter your people database, create a list of recipients, and craft your message.