



NationBuilder

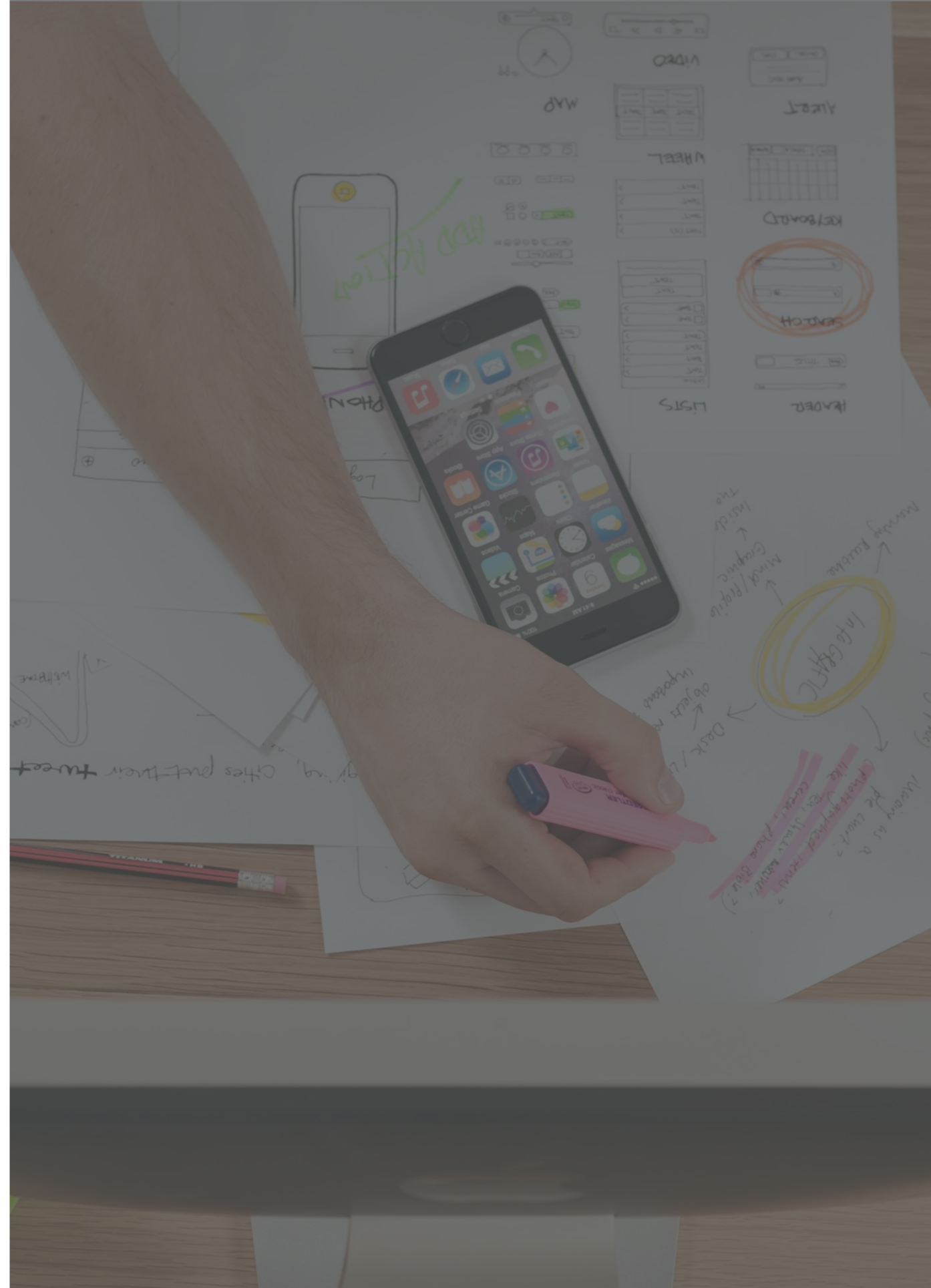
16 Political Strategies for 2016

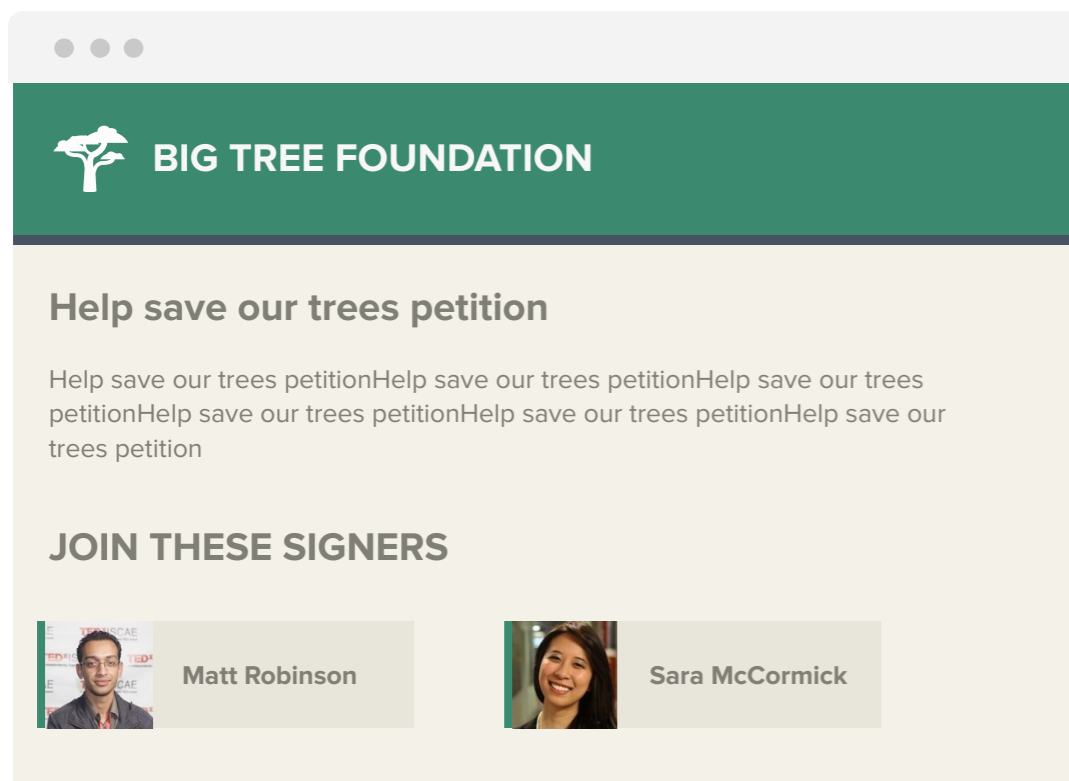
A lot has changed in just a few years

Reporters and strategists are always looking for the next big game changer.

But in reality, most of the tools that enable us to be more effective are **subtle-but-crucial** changes – almost hidden even to experts.

We've unearthed some of these advanced strategies and tactics used by pros across our wide-ranging markets on every continent.





Social **Proof** online

Behavioral economics tells us that when we make decisions we often do what we think “people like us” do. **One of the best ways to encourage action is to show people their friends who are already doing it.**

We call this functionality “social sliders” – they show us the other people donating, sending an rsvp, commenting, or signing a petition.

Previously, building social proof into a site required a CMS that talked to a database that talked to social media that had design built into it. This was expensive. Now it's just part of the page type you launch.

Matches of the following:

matching of the following:

- with any
- and with none

and of the following **Address state**

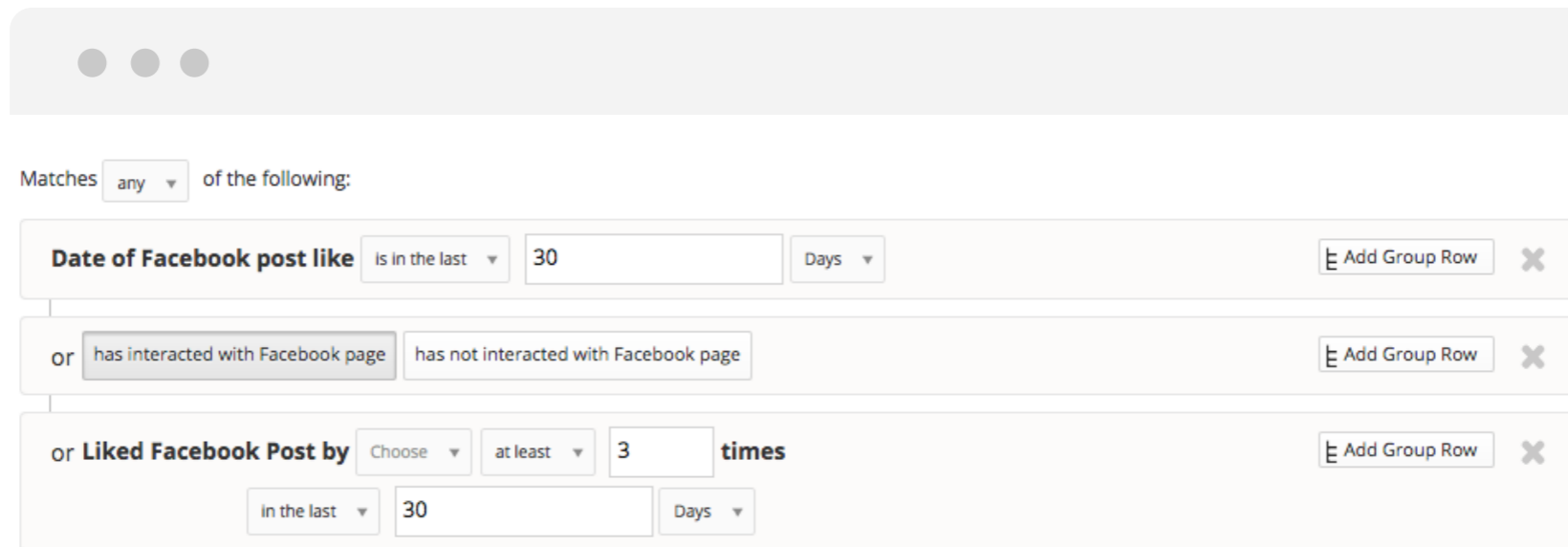
Peer **Social Media Acquisition**

...In other words, being able to import another group's twitter followers into your database.

By now, any serious marketing operation has a social CRM. But that only shows you the social media of people you know.

Now the same way we can find potential donors based on public donation history, **we can find social influencers based on who they follow**. It's as simple as creating a "recurring import" that asks Twitter to send us the leads we want. You can even import an entire city of Twitter accounts if you like. Then click to talk with them. If people follow you back, they'll almost always give you their email.



A screenshot of a Facebook search filter interface. At the top, it says "Matches any of the following:". Below this are three filter rows, each with an "Add Group Row" button and a close "X" button. The first row is "Date of Facebook post like" with a dropdown menu set to "is in the last", a text input field containing "30", and a "Days" dropdown. The second row is "or" followed by two radio buttons: "has interacted with Facebook page" (which is selected) and "has not interacted with Facebook page". The third row is "or Liked Facebook Post by" with a "Choose" dropdown, a "at least" dropdown, a text input field containing "3", and the word "times". Below this row are two more dropdowns: "in the last" and "Days", with a text input field containing "30" between them.

Matches of the following:

Date of Facebook post like

or has interacted with Facebook page has not interacted with Facebook page

or **Liked Facebook Post by** **times**

Owning Your Facebook Followers

Facebook became the makes it really easy to build a large audience and really hard to talk with them if you don't pay up. And there's nothing you can do about it.

Until now.

Every time someone on your Facebook page actually does something (comment, post, share, etc.), we'll add his or her information into your database.

You can tag them according to the issue they acted upon, and use that data to segment your emails much better. For instance, if someone likes your post about saving kittens, then immediately ask them for donate to the cause.



The Dynamic Engagement Ladder

Ever buy something on Amazon.com and then start to see ads for all kinds of related accessories?

Now you can use similar technology for organizing as part of the basic NationBuilder CMS. If someone gives \$25, you can up the ask to \$30 next time (120% is a good up sell). If someone signs the petition, you can focus the site on a volunteer ask.

Every time, the site experience is personal and deepens engagement.

The key to a great design

- A. Hero images and separate page preview images.
- B. Tag-based subnav for multi-parents pages.
- C. Freeform main body for a range of content.
- D. Latest aggregated from news, press, etc.
- E. Page-specific multi-step engagement ladder.
- F. Featured actions vary per page.
- G. Feedback mechanisms per issue / campaign.

The screenshot shows the Liberal Democrats website interface. At the top, there's a navigation bar with the Liberal Democrats logo and links for 'Get Involved', 'About', 'Members', 'Issues', 'Join', and 'Donate'. Below this is a large hero image of a woman at a protest, with an orange circle 'a' overlaid. Underneath the hero image is a sub-navigation bar with 'Freedom & Equalities' and sub-links for 'Equal Marriage', 'Civil Liberties', and 'Cleaning Up Politics', with an orange circle 'b' overlaid. The main content area features a section titled 'Creating a Fairer Society' with a sub-header 'Liberal Democrats believe strongly in individual freedom and equality of opportunity...' and a list of achievements. An orange circle 'c' is overlaid on the left side of this section. To the right of the main content is a multi-step engagement ladder with three steps: 1. 'Will you stand up for freedom?' with an email address field and a 'Post code' field, and an orange circle 'e' overlaid. 2. 'Equal Opportunities' with a photo of a runner and the text 'Tackling barriers facing people with disabilities', and an orange circle 'f' overlaid. 3. 'Stamping Out Hate Crime' with a photo of a person looking out a window, and an orange circle 'g' overlaid. Below the main content is a 'Latest news: Freedom & Equalities' section with several news items, with an orange circle 'd' overlaid on the first item. At the bottom right, there's a 'Have Your Say: Freedom and Equalities' section with a photo of people at a protest and the text 'Take our survey', with an orange circle 'g' overlaid.

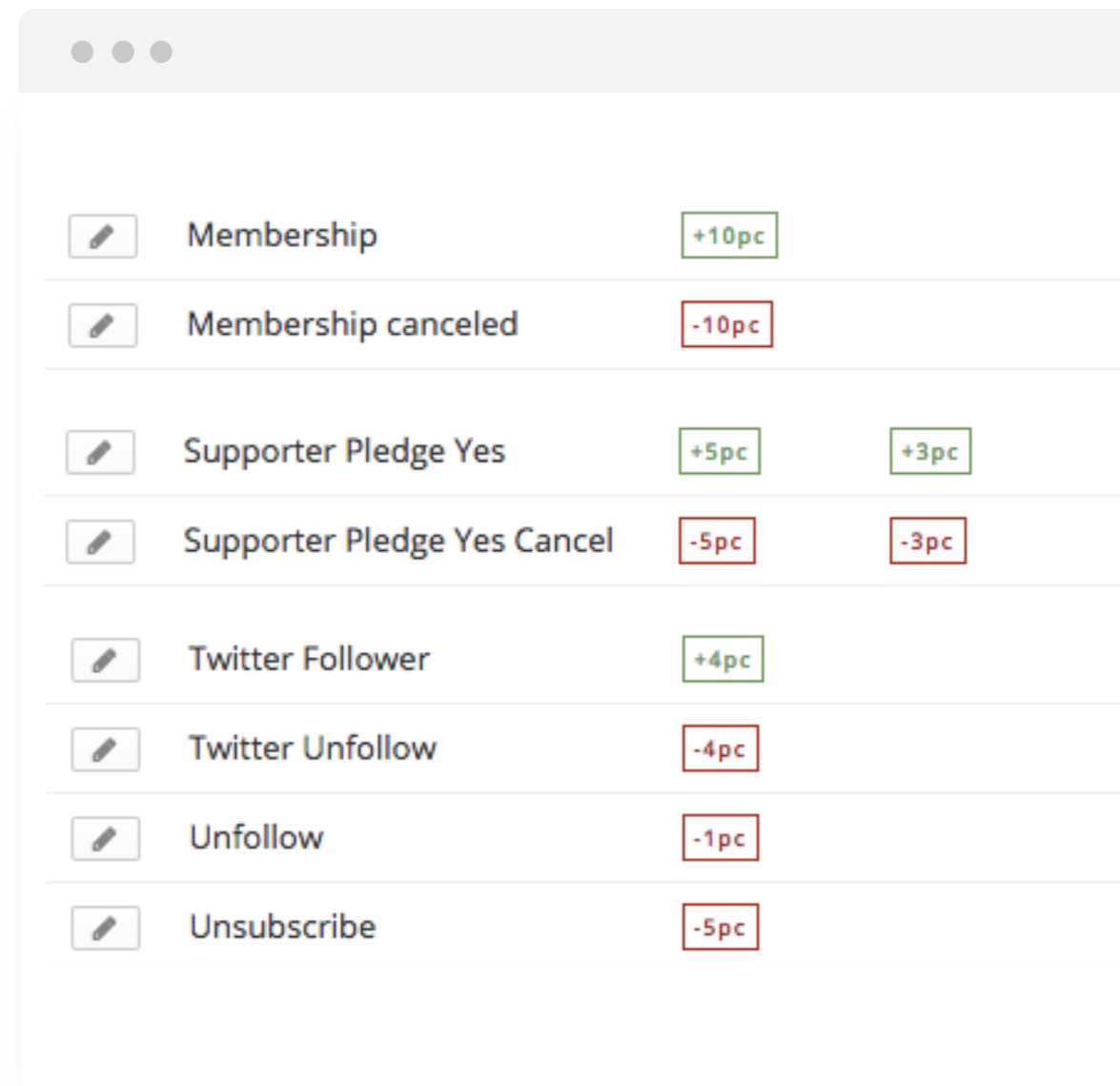










Your Organization's Own Gamification Score

Ever wish you could just sum up the actions everyone in your organization has ever taken and just put a number next to everyone's name? **It's nearly impossible if you use separate platforms for fundraising, volunteer management, social media, and other community engagements.**

But when we sync those interactions into one data stream, it means we can quantify how active people are. We call this a "social capital score," and it can be weighted however you want. 10 points for signing the petition and 5 points for filling out the survey? You got it.

Social capital scores tally automatically and prove very useful for list segmentation and goal setting.



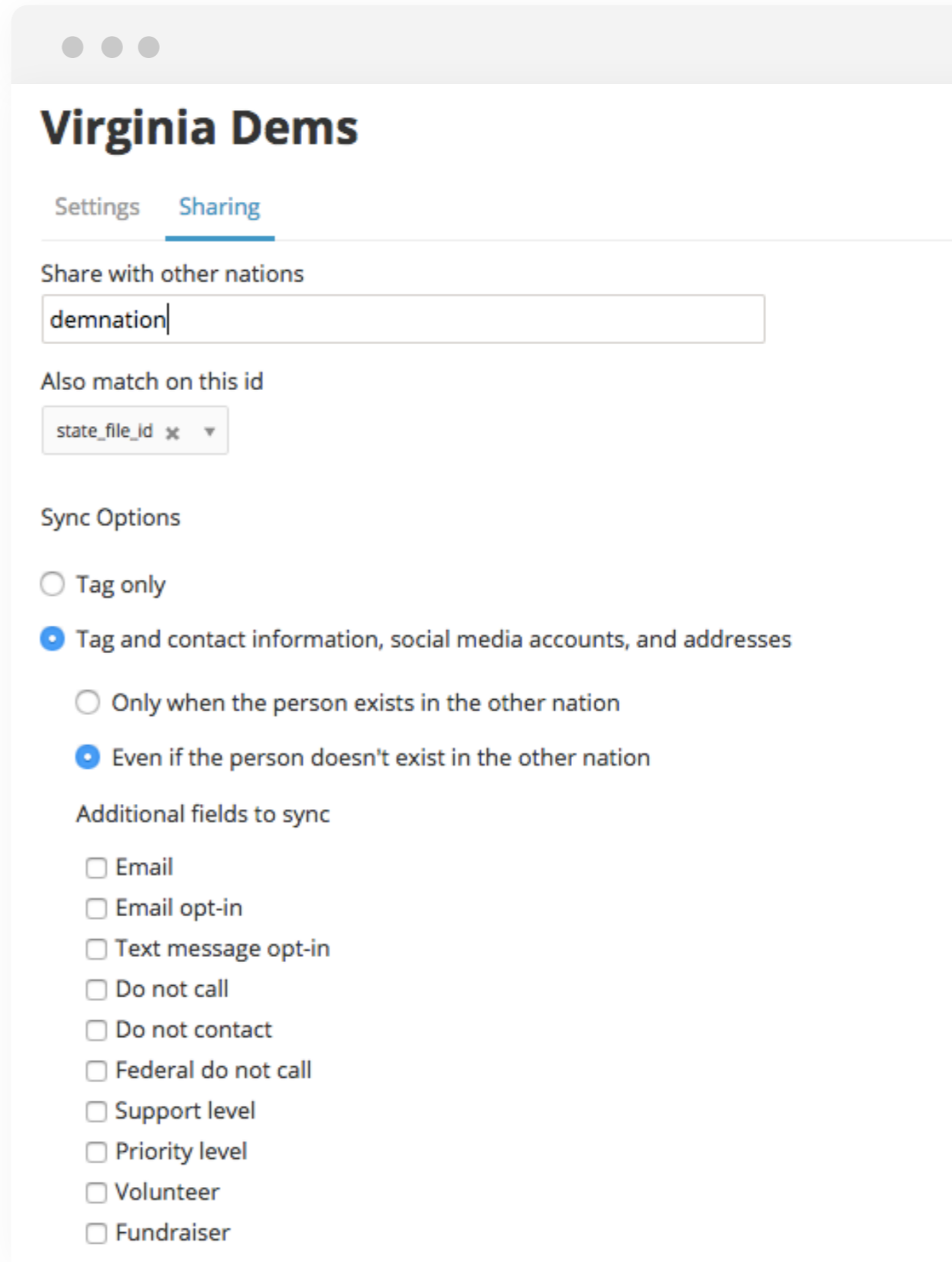
	Membership	+10pc	
	Membership canceled	-10pc	
	Supporter Pledge Yes	+5pc	+3pc
	Supporter Pledge Yes Cancel	-5pc	-3pc
	Twitter Follower	+4pc	
	Twitter Unfollow	-4pc	
	Unfollow	-1pc	
	Unsubscribe	-5pc	



Tag sharing

Sharing lists between friendly organizations is a huge risk. **But what if we could share social intelligence about people both organizations know?** We call this tag sharing.

Imagine, for example, two environmental organizations that are recruiting op-ed writers. After I write an op-ed for org A, they tag me as “writer.” If that tag is shared with org B, AND org B already knows me, the tag will be shared automatically. Org B sees I’m “writer: from org A.” Now they know how to put me to work, without the risk of sharing a sensitive list. And the whole movement succeeds.



The screenshot shows the 'Virginia Dems' profile page in NationBuilder, specifically the 'Sharing' settings. The page has a header with 'Settings' and 'Sharing' tabs, with 'Sharing' selected. Below the header, there are three main sections: 'Share with other nations', 'Also match on this id', and 'Sync Options'. The 'Share with other nations' section has a text input field containing 'demnation'. The 'Also match on this id' section has a dropdown menu showing 'state_file_id'. The 'Sync Options' section has three radio button options: 'Tag only', 'Tag and contact information, social media accounts, and addresses' (which is selected), and 'Only when the person exists in the other nation'. Below this, there is a section for 'Additional fields to sync' with a list of checkboxes for various fields: Email, Email opt-in, Text message opt-in, Do not call, Do not contact, Federal do not call, Support level, Priority level, Volunteer, and Fundraiser.

Virginia Dems

Settings **Sharing**

Share with other nations

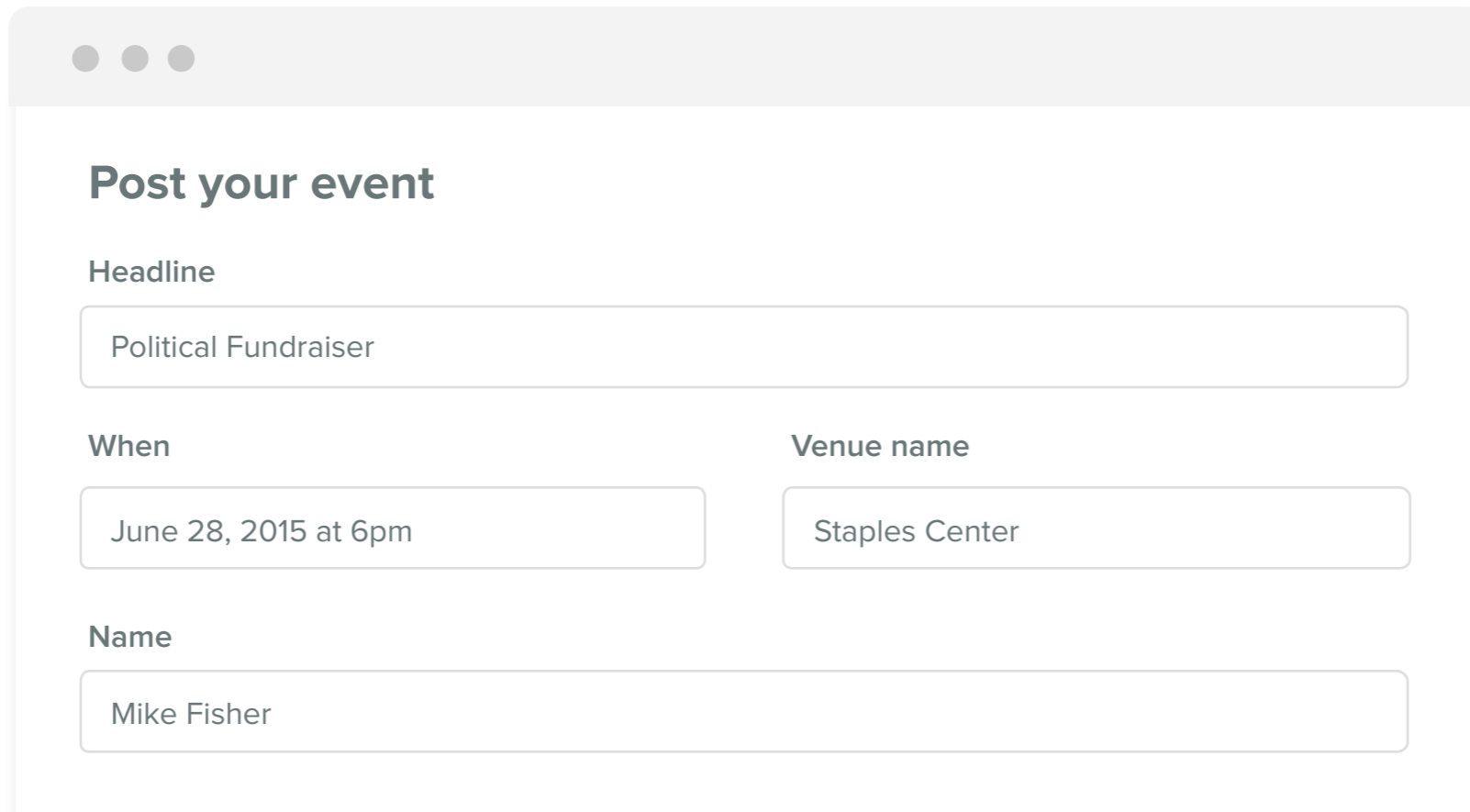
Also match on this id

 ✕ ▼

The Host Your Own **Event Tool**

House parties can be a pain. A supporter has to fill out a form. Then you have to put it online. Then you have to direct attendees to the right event near them. Then you have to get all the data back. It's a great concept that almost never works in practice because the systems aren't in sync.

So, **we made it simple**. Now everyone can **just click "Host Your Own Event."** The info will automatically create an event in your organizing platform and generate a page online (if you approve). It'll appear on a map with zip code search ability so any site visitor can find the closest event to him or her. All you have to do now is send the email to ask for hosts.



The screenshot shows a web form titled "Post your event" with a light gray header bar containing three small circles. The form fields are as follows:

- Headline:** A text input field containing "Political Fundraiser".
- When:** A text input field containing "June 28, 2015 at 6pm".
- Venue name:** A text input field containing "Staples Center".
- Name:** A text input field containing "Mike Fisher".

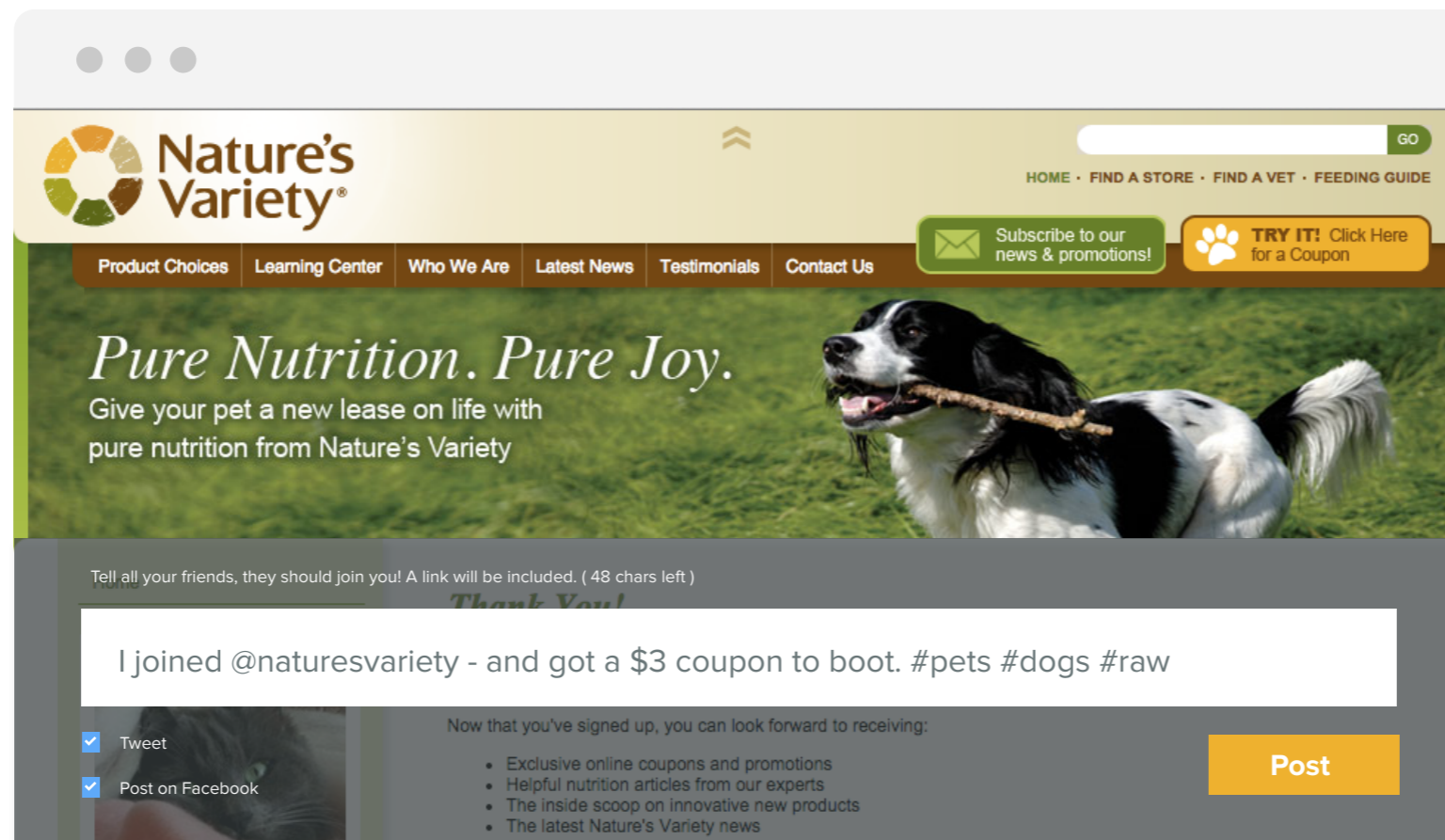


Recruiter Tracking

Almost every campaign and advocacy organization asks their social media followers to share online. But what does it actually amount to at the end of the day?

Now you can know for sure. **NationBuilder will embed a hidden tracking code in your social share. If you see it and take action as a result, that will be recorded in the database.**

You can even rank your top recruiters on a “leaderboard” and reward them publicly, if you’d like.



The screenshot shows a browser window displaying the Nature's Variety website. The website has a navigation bar with links for Product Choices, Learning Center, Who We Are, Latest News, Testimonials, and Contact Us. There are also buttons for "Subscribe to our news & promotions!" and "TRY IT! Click Here for a Coupon". The main content area features a banner with a dog and the text "Pure Nutrition. Pure Joy. Give your pet a new lease on life with pure nutrition from Nature's Variety". Below the banner, there is a social media share interface with a text input field containing "I joined @naturesvariety - and got a \$3 coupon to boot. #pets #dogs #raw". There are checkboxes for "Tweet" and "Post on Facebook", and a "Post" button. A list of benefits is shown: "Exclusive online coupons and promotions", "Helpful nutrition articles from our experts", "The inside scoop on innovative new products", and "The latest Nature's Variety news".



Matches of the following:

matching of the following:

and

or matching of the following:

and

Email List Hygiene **Made Easy**

Most organizations can massively grow their email lists with one simple tactic: directly asking social media followers who aren't on the list to sign up. But if you use an email platform that doesn't connect to your Twitter and Facebook, you'll never find these people. **In NationBuilder, it's as simple as a 10 second sort. This is just a small part of a series of data tools that help you understand, grow, and clean your email list.** Good hygiene isn't just for health teachers and dentists to promote – your email list fitness is crucial.

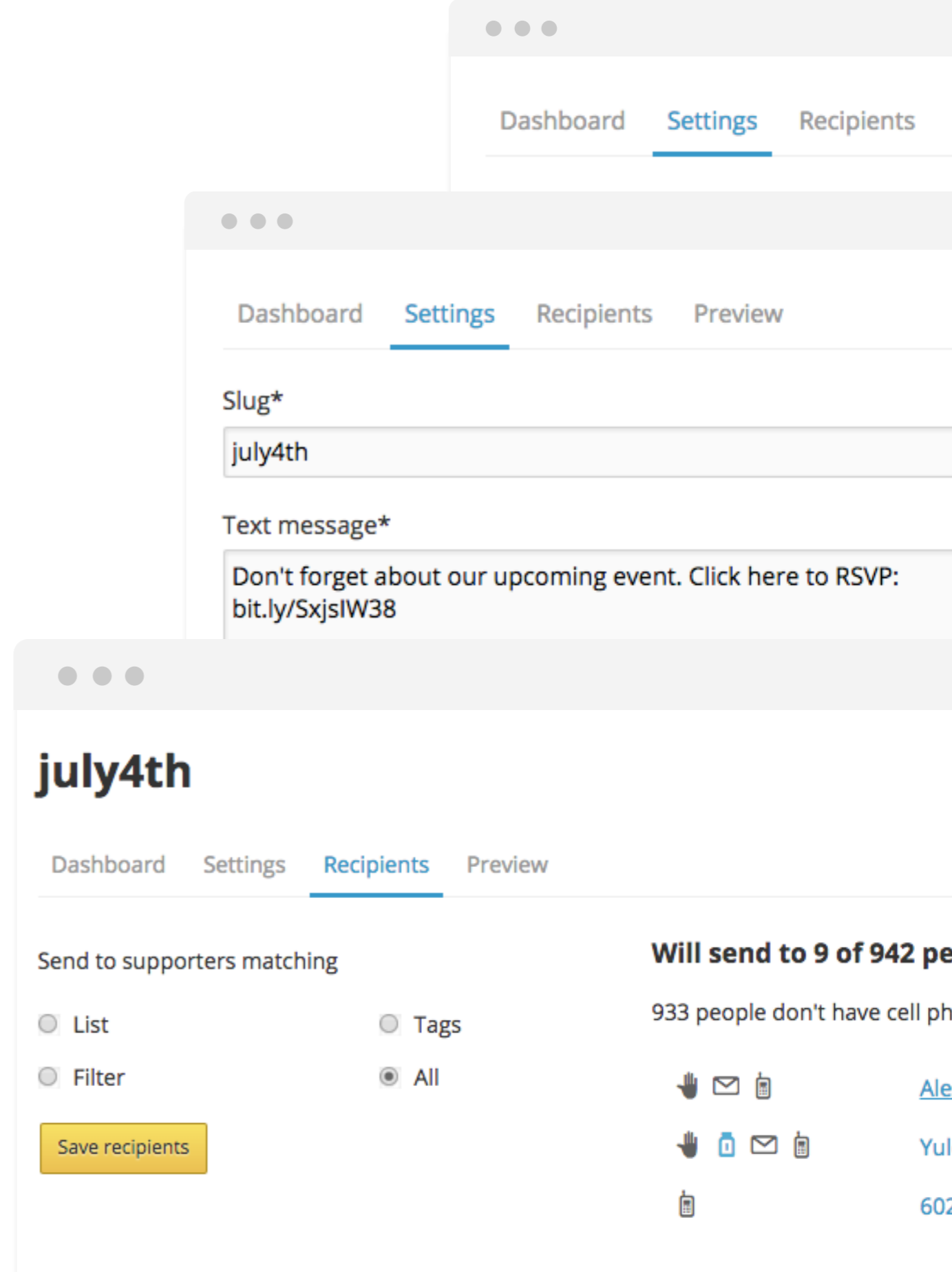


Text Like **You Email**

Texting is the #1 way to get someone's attention (besides having a real human conversation, of course).

But text blasting used to be difficult because you needed a separate platform to do it. As a result, you couldn't target text blasts alongside email segmentation. And if replies don't come back to your CRM, you've got another level of data mess.

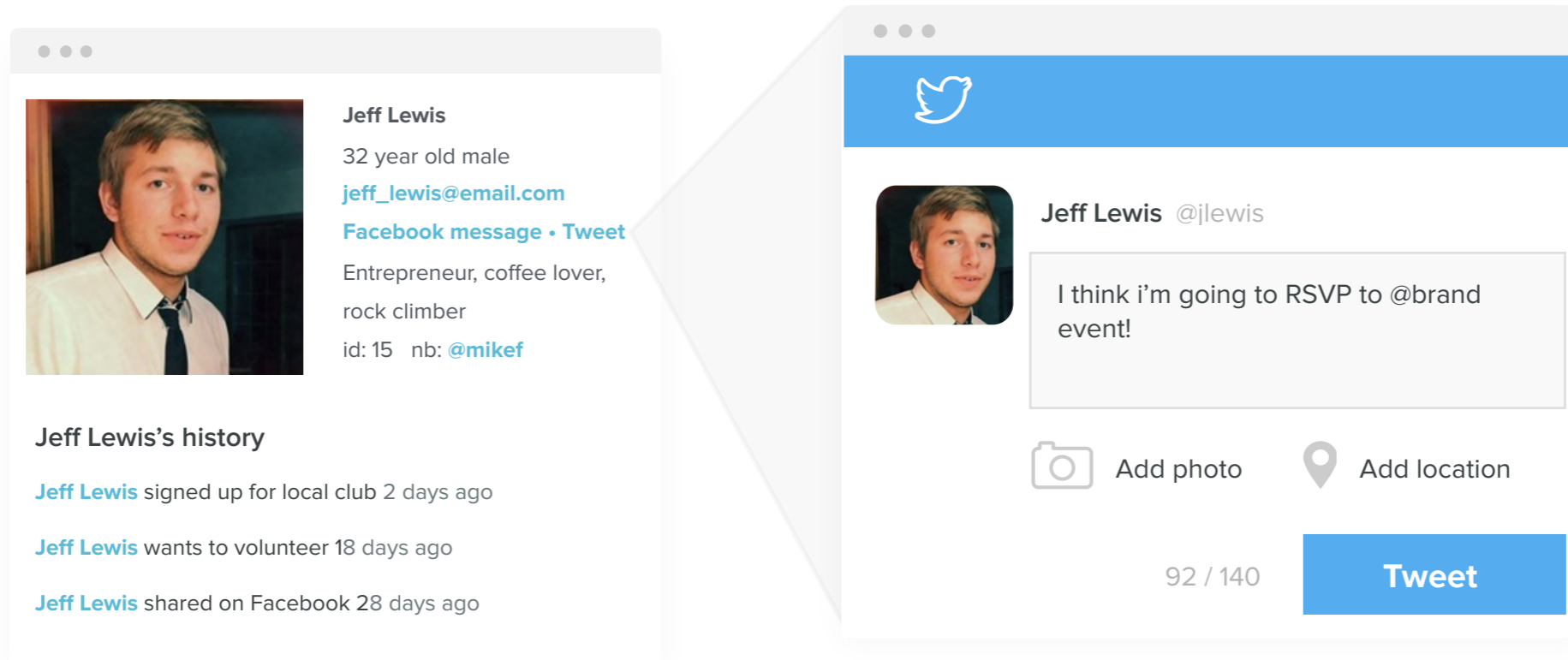
Now we can use the same robust platform we use for emailing to send text blasts. Even better, **we can use text keywords on sign up forms to capture lots more cell phone numbers. The outcome? Ur msg gets delivered 4 real.**



Social Media **Voter Files**

For organizations looking to attract young voters, they're almost universally landline free. Social media can start to fill the gap in our ability to directly communicate with voters. **Now we can append emails to a voter file, and using those emails we can find any Facebook, Twitter, LinkedIn, and Klout accounts associated.**

Rather than call, now we can click. There are some added benefits too, like pulling in bios and pictures so you know who you're talking with. Or pulling up a precinct and sorting for the people with the largest social influence (can you say "precinct captain?").



The image displays two screenshots side-by-side, illustrating the integration of social media data into a voter file. The left screenshot shows a profile for Jeff Lewis, a 32-year-old male with email jeff_lewis@email.com. His bio identifies him as an entrepreneur, coffee lover, and rock climber. Below the profile, a history section lists recent activities: signing up for a local club 2 days ago, wanting to volunteer 18 days ago, and sharing on Facebook 28 days ago. The right screenshot shows a Twitter post from Jeff Lewis (@jlewis) stating, "I think i'm going to RSVP to @brand event!". The interface includes options to add a photo or location and a "Tweet" button.

Endorsement Mapping...

Actually Just **Mapping**

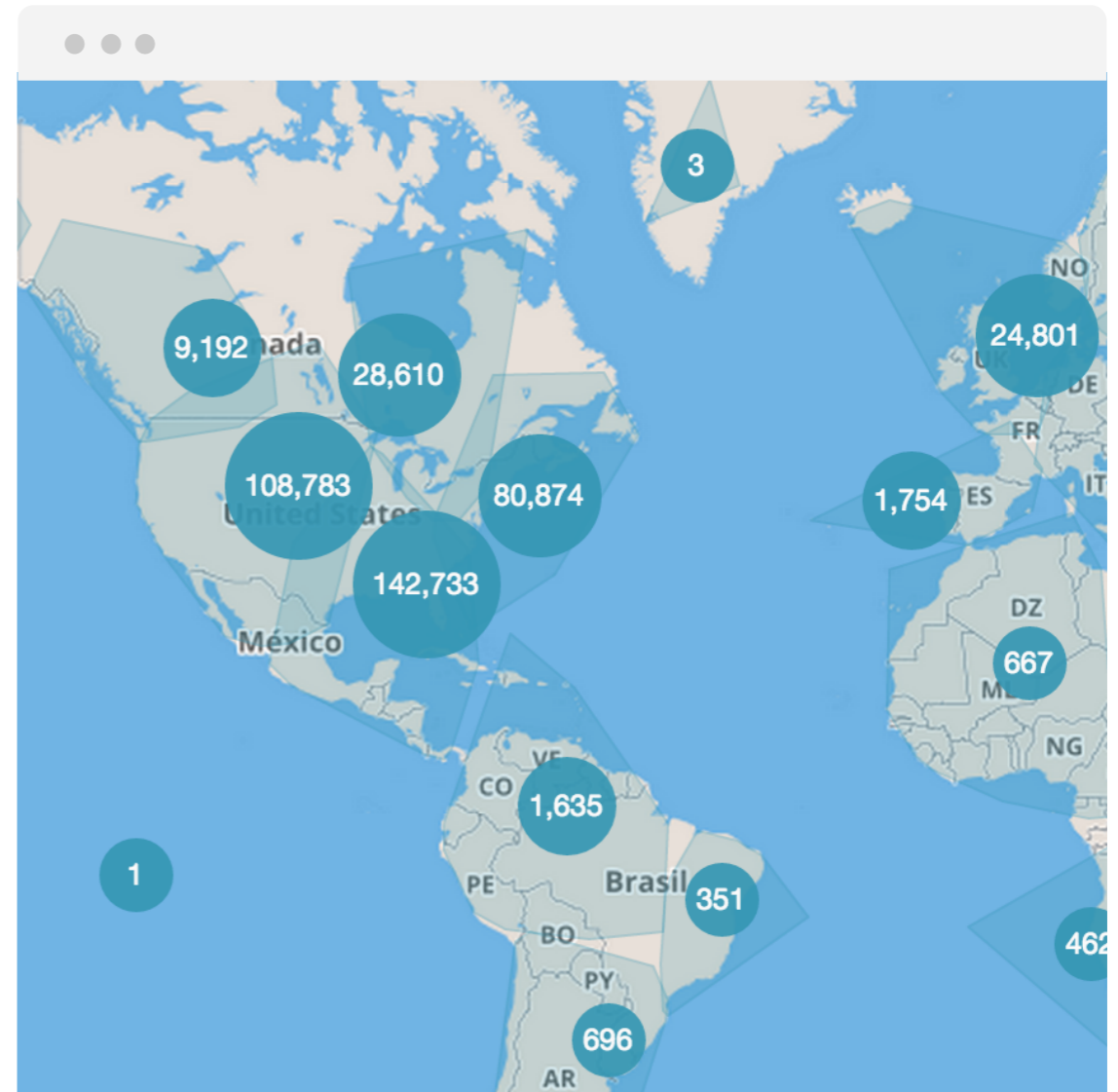
Everything in Your Database

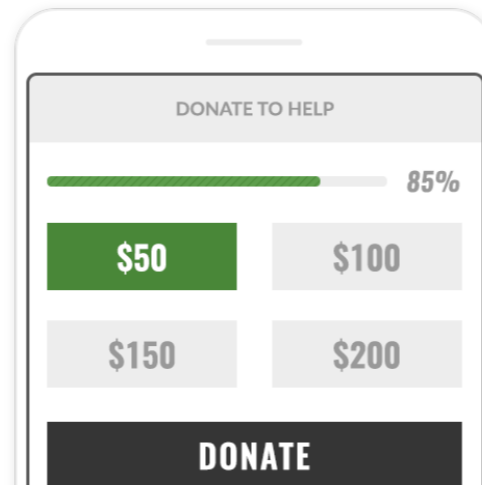
Wanna show public support? Put the endorsement on a map and show that the world loves you.

Previously this was easier said than done. You'd have to create a form, geocode the address, overlay it onto a map, and then have a way to update that map.

But thanks to Veracity Media's NationBuilder endorsement map, now **all you do is set up an endorsement page and stick the map on your homepage**. As an added advantage, we'll pull in pictures of endorsers with social media accounts and capture their comments too.

Easy said, easy done.





Amount

Your info

Payment



Automatic Staged **Donation Forms**

The Obama campaign spent major time and effort to test many types of donation forms, operating under the theory that design itself would change how much and how frequently people gave. They were right.

The result? **The three-part “staged donation” form that asks for amount... then contact info... then payment info.**

Now you don’t have to design this yourself; it’s just built in. **Connect your payment processor, choose the look you like, and enjoy your increased revenue.**



The screenshot shows a web interface for searching bios. At the top, there are three window control buttons. Below them, the text reads "Matches all of the following:". The first filter row is "with any of the following Tags" with a search box containing "Hillary Clinton" and a button "Add Group Row". The second filter row is "and Bio contains farmer" with a button "Add Group Row". Below the filters is a button "Add criteria". On the right side, there are three buttons: "Filter" (highlighted in yellow), "Save Filter As...", and "Export". Below the filters, a search result is displayed for "ngira nguru". The bio text reads: "Bio: A mother of two,a wife,A project officer with USAID/Kenya Pharma, a farmer,a business lady....". Below the bio text, there is a button "Add criteria" and a tag "Hillary Clinton". To the right of the bio, there is a button "+ Followup" with a dropdown arrow.

Bio Searches

If your data connects to social media, we can now find bios from twitter and linkedin. This means **knowing every self-identified doctor or teacher or firefighter or lawyer on your list takes 5 seconds. It's very useful for political movement building.**

Master Databases of **Social Media**

Want to find everyone following Rand Paul but not Jeb Bush, who lives in Iowa, has “farm” in his/her bio, and over 200 followers? How about everyone from Durham, NC who has liked a Facebook post by the official Duke page and who self identifies as a fan of basketball in general or Duke in particular?

Our advanced filtering tools combine with open APIs to enable these advanced data filters. This means super-fast identification of all the people who like your cause and talk about it publicly.



Matches of the following:

matching of the following:

Bio

or Bio

and Address city

and of the follow

and Liked Facebook post from br...

Add criteria



The End of \$10,000 Candidate Websites

In the past I've compared customizing websites to building cars before Henry Ford's assembly line. Each part has to be connected separately and it gets very expensive – and it's tough to fix when it breaks down.

Increasingly, political parties are realizing they can build a set of templates that can be cloned. The design consistency alone is great for branding a political movement. In the past, that template was just a design, and all the tools (the engine) needed to be rebuilt each time.

Now, with NationBuilder, we can clone the engine too – so the email sending, donations, volunteer signups, they're all programmed in. This means **top-level sites are now available for the middle class.**

