

Feature Guide

All the tools you need. One integrated platform.



People
Database



Website &
Action Pages



Communication
tools



Advocacy &
Action



Fundraising
Suite



Engagement



Jason Comms
Clicked Email



Toni Shamani
Opened Email



Ruth Jordan
Sent Text

NationBuilder CRM



Duane Park
Left Voicemail



Reporting & Analytics



Success & Support

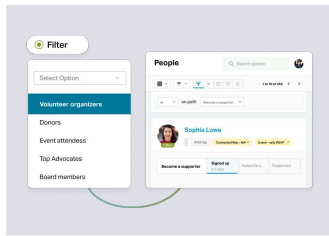


Integrations



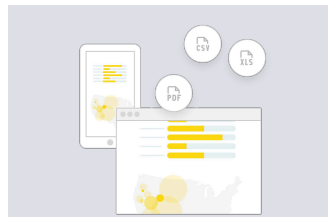
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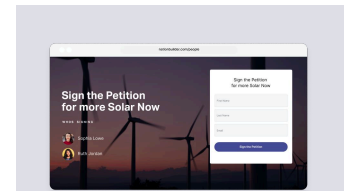
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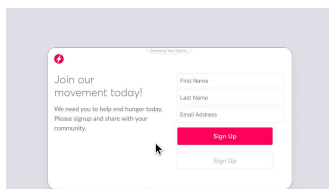
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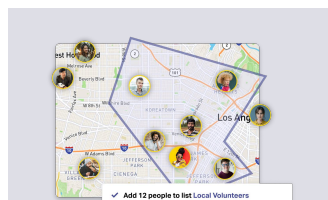
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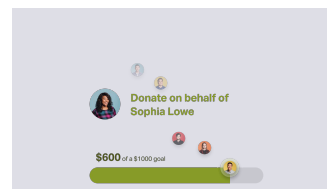
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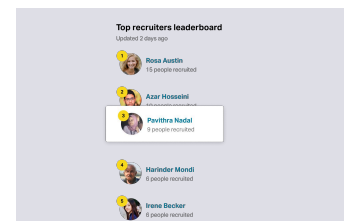
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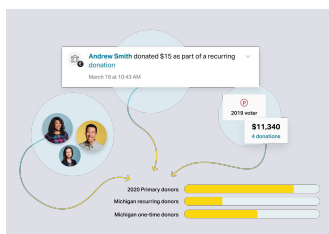
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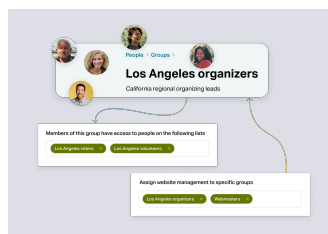
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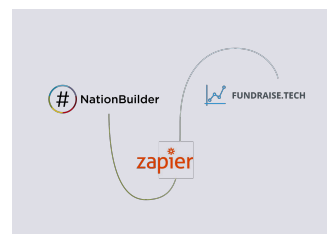
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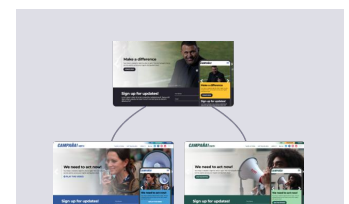
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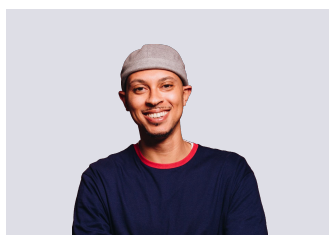
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People Database

Track everything about your supporters including where they came from, engagement history, contact history, relationships and more. Your People Database is optimized for grassroots organizing and driving people to action, and gives all your teams a unified view of your community at every stage in their journey.

Dynamic Profiles

View and manage all information about a person or organization including contact information, contact and activity history, and engagement information originating from emails, text messages, website action, ActionButton, and donations.

Contact Logging

Track every interaction with supporters in your community so everyone has a complete picture of engagement over time.

Custom Fields

Create custom number, text, checkbox, or multiple choice fields to store information that's unique to your organization and not available in standard NationBuilder fields.

Relationships

Define relationships between people and between people and organizations in your nation to keep track of associated parties and their connection to each other. Track family relationships, work/organizational relationships, and constituent/representative relationships then filter on those relationships.

Filter

Select Option

Volunteer organizers

Donors

Event attendees

Top Advocates

Board members

People

Search people



1 to 10 of 453

Is on path Become a supporter

Sophia Lowe

Add tag Contacted Rep - MA Event - rally RSVP

Become a supporter Signed up in 2 days Asked for s... Supported

Point People

Designate the person in your organization or community that is primarily responsible for the relationship with individuals in your database.

Targeting & Segmentation

Use tags, lists, and powerful filtering capabilities to categorize and segment your database on more than one hundred data points to optimize engagement through personalized and targeted messaging.

Paths

Create paths to help your organization guide supporters through a sequence of steps and progress through your ladder of engagement. Automatically place people on paths when they take an action, such as donating, submitting an RSVP, or completing an ActionButton.

Memberships

Create custom paid and free membership levels with built-in renewal features and dedicated members-only pages.





Importing & Exporting Data

Import and export contact and organization information, email lists, donations, memberships, ballots and related election and voter history information. Export engagement information, such as petition signatures, event RSVPs, and survey responses.



People & Organizations

Import contact and organization information from external sources into your People database.

Donations

Import donation transactions to associate with people in your database.

Memberships

Import membership types and details to associate with people in your database.





Communications

Reach your supporters at the optimal time using the best channel with mass email and texting tools. Unlimited sending and scheduling to opted-in lists. Personalize messages using supporter data to craft powerful outreach that encourages engagement.

Email Builder

Design emails with a drag-and-drop interface, making it easy to quickly create professional layouts.

Themes

Choose from a range of mobile and desktop friendly email themes. Customize your theme to easily fit your brand.

Targeting & Segmentation

Easily target your messages to the right segment of your supporter base using tags, lists, and filters.

Personalized Email Blasts

Send immediate or scheduled personalized email blasts to targeted segments of your community. Select from more than two dozen data points for personalization.

1-to-1 Email

Exchange emails with individuals directly from their profiles within your People database and manage conversations when individuals respond to your email blasts.

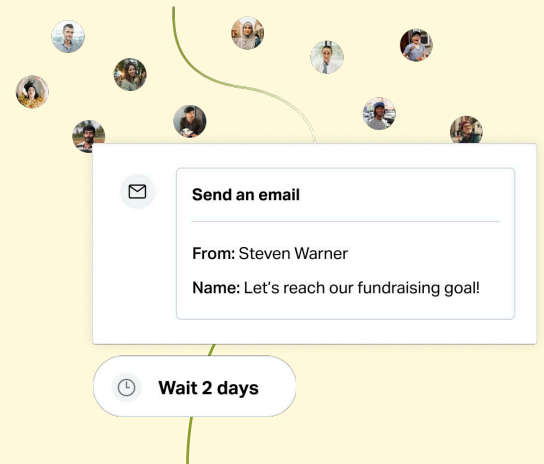
Automated Email Series

Allow your supporters to enter an automated drip-email series with customizable time delays and conversion tracking. Automate the addition of new supporters to a series when they take action on a page or through ActionButton.

Email A/B testing

Test performance of varying email subject lines and senders to optimize your messaging.

- ✓ Has not donated
- ✓ On **Become a donor** path
- ✓ Has either **Volunteer** x or **Follower** x tag



Email Analytics

Track who opens and engages with your email blasts, and use that data to manage your email lists on an ongoing basis. Suppress invalid emails dynamically and identify recipients who frequently bounce or whose engagement data is privacy protected.

Auto-responses

Automatically send a personalized email every time someone takes an action from your website or when their membership or recurring donation status changes.

Dedicated Email IP Address

Send email from a dedicated IP address to maximize control of your organization's email reputation.

Text Messaging

Send mass and 1-to-1 text messages to opted-in supporters.

Text Keywords

Configure custom text keywords supporters can use to complete an action.

Dedicated Short Code for Text Messaging

Send and receive text messages from a dedicated 5-digit short code.

Virtual Phone Number & Voicemail

Configure a virtual phone number and log incoming calls and voicemails in your database.





Websites and Action Pages

Create an interactive and mobile-responsive website focused on driving supporters to action.

Custom Domains

Host one or more custom domains with NationBuilder.

Website Themes & Theme Marketplace

Access a variety of stock themes or themes designed and built by NationBuilder Architects with templates for petitions, volunteers, events, donations and more.

Action pages

Select from a multitude of action pages including events, fundraising, recruitment, volunteer signup, petitions and more and capture information directly into your database.

Event Ticketing

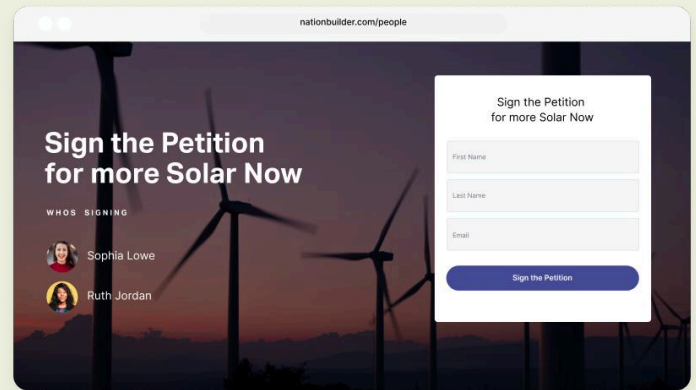
Create, manage, and sell tickets online through your own customizable event page.

Donations

Create secure donation pages to accept online one-time and recurring donations and capture data directly into your database. Set donation and donor goals to track publicly on individual pages.

Petitions

Create petition pages and track progress against signature goals. Encourage signatures both on your website and via text message.



Recruit Volunteers

Recruit volunteers with signup pages that automatically assign new volunteers to a staff member for follow-up and specify volunteer roles.

Surveys

Gather information from supporters through customizable survey pages.

Track Recruiter Activity

Track sign ups and other actions to the individual who originally recruited them. Recruiter Leaderboards help recognize top performers.

Public Profiles

Public profile pages highlight supporter information and activity with your organization.

Search Engine Optimization

Customizable URLs, automatic indexing, and full control of page titles and meta tags. Page-level Open Graph excerpt and meta image setup for social sharing.






Advocacy and Action



POWERED BY
ActionButton

Created by Your Org Inc.

 Join our movement today!

We need you to help end hunger today. Please signup and share with your community.

First Name

Last Name

Email Address

Embeddable Buttons

Easily embed buttons on your NationBuilder website, action pages or any other websites.

Update People Database Records

Tag supporters, assign supporters point people, add supporters to paths, and enroll supporters in automations.

Action Sequencing

Put two actions in a sequence to engage supporters and drive them up the ladder of engagement.

Contact Your Lawmakers

Make it easy for your supporters to contact lawmakers via email, phone or tweet in Australia, Canada, New Zealand, UK, and the US.

Polls, Sliders, Dials, and Quizzes

Use interactive buttons to get an understanding of where your supporters stand on issues you care about.

Collect Opinions

Use a free-text form to capture supporter sentiment and store that information in your NationBuilder People database.

Target Custom Email Addresses

Mobilize your supporters to email up to eight specific decision-makers you designate, regardless of their geolocation.

Check Voter Registration

Allow supporters to easily check if they are registered to vote and provide them follow-up actions based on their registration status.

Collect Petition Signatures

Quickly create a petition and drive collective action for critical issues.

Collect Signups

Gather email addresses, names, and mobile phone numbers and invite your audience to opt-in to future communications.

Social Sharing

Share to Facebook, X (formerly Twitter), and LinkedIn from your buttons.

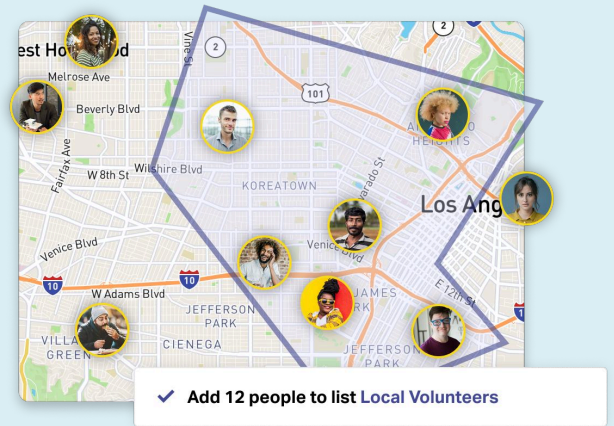
Theming

Upload your logo and change buttons' color palette to match your existing brand design.

Data and Analytics

Analyze the performance of buttons with conversion metrics and poll-response data. Download a CSV of supporter-level contact details.





Voters & Elections

Voter Data and Election History

Import voter specific data including voter history, party registration, precincts, federal/state/county IDs, and much more.

Mapping and Turf Cutting

Filter and view your people on a map. Create lists by drawing and selecting geographic areas.

Walk and Call Sheets

Create customizable supporting documents using our printable walk and call sheet templates.

Auto-Districting and Precinct Assignment

Automatically update Federal and State electoral districts based on a person's address.

Election Fundraising Limits

Ensure that you are staying within the fundraising limits of your electoral district.





Fundraising

Raise more with integrated online fundraising tools—no merchant account required. Accept donations through credit cards or express payment options, track fundraisers, and let your supporters set individual donation goals.

Collect Donations

Accept one-time, monthly, and annual donations with our built-in payment processor. Sell subscriptions or collect monthly membership dues with recurring donations. Receive daily deposits into your bank account with no gateway fees.

Unlimited Donation Pages

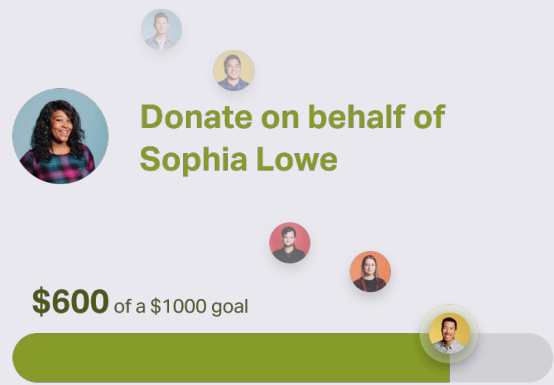
Create customizable, mobile-optimized donation pages that seamlessly update your People database. Allow donors to pay via Apple Pay, Google Pay, and browser-saved payment methods. Set donation and donor goals for specific pages, and easily track donations that originate from emails or other supporters.

Election Fundraising Limits

Ensure that you are staying within the fundraising limits of your electoral district.

Fundraiser Tracking

Track all donation activity in your database and sort by unique tracking codes for each of your fundraising initiatives.



Fundraiser Leaderboards

Create fundraising leaderboards to track and celebrate your top fundraisers and recruiters.

Donation Analytics

Track and manage your donations all in one place and export data at any time.

Supporter Portal

Allow your donors to view active recurring donations and memberships, update payment methods, and manage recurring donations.

Process Offline Donations

Accept payments offline and save them in your database using any of our available payment types.






Engagement

Top recruiters leaderboard

Updated 2 days ago

1




Rosa Austin
15 people recruited

2



Azar Hosseini
10 people recruited

3




Pavithra Nadal
9 people recruited

4



Harinder Mondl
6 people recruited

5



Irene Becker
6 people recruited

Social Share Prompts

Encourage people to share with their friends on Facebook and X (formerly Twitter) every time they take an action.

Recruiter Tracking

Keep track of who your community is recruiting to get involved. Create leaderboards and recognize top performers.

Leaderboards

Showcase your top supporters and recruiters to recognize their contributions and encourage further engagement.

Social Capital

Reward your top supporters through the customizable social point system.

User Submitted Blog Posts

Increase engagement by making it easy for all of your supporters to submit content.

User Submitted Events

Enable anyone in your community to host their own events and engage their networks.





Reporting and Data Analytics

Goals

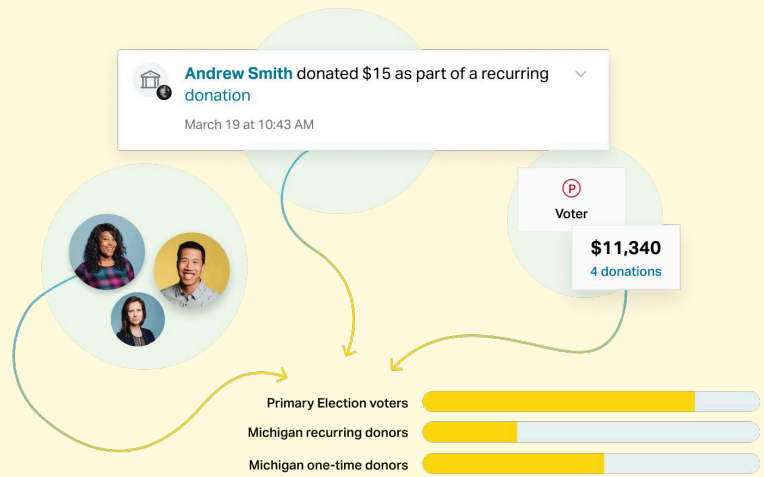
Set goals related to list growth, donations, event RSVPs, and more. Progress towards these goals is automatically tracked.

Email Performance Statistics

Keep track of your email campaigns with reports on opens, clicks, donations, bad emails, bounces, unsubscribes, and spam reports per email and per From address. Then, filter on this data to better target future outreach.

NationBuilder Insights

Gain insights with powerful data visualization using Tableau with your NationBuilder data. Use pre-designed templates to make sense of your data quickly and efficiently.



Text Performance Statistics

Track text campaign sends, deliveries, clicks, responses, unsubscribes, and failures. Segment your audience based on this data.

Organization Health Metrics

Monitor the health of your organization with out-of-the-box reporting on fundraising, list growth, and membership.

Activity Stream

Track activity in your organization with an up-to-the-minute view of everything happening in your nation: who is signing up, who is being contacted, who is publishing website pages, etc.





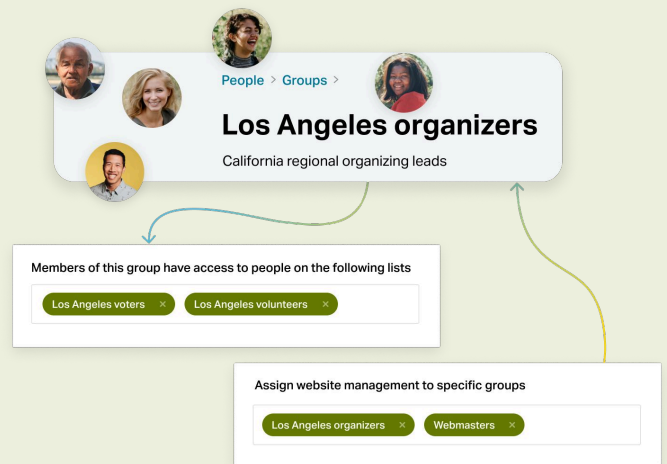
Security and Permissions

Custom Permission Sets

Use custom permission sets to control access to your data and NationBuilder features, enabling you to distribute leadership and responsibility to anyone involved with your organization.

Groups

Define user groups and designate access to and responsibility for assigned supporters and websites.



Advanced Privacy Tools (GDPR)

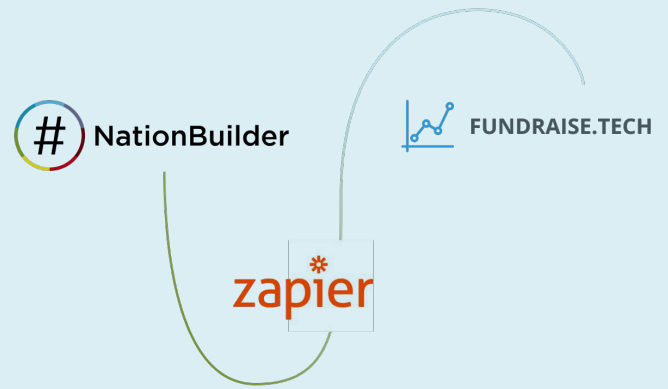
Create consent forms to allow your supporters to opt-in to specific communication and data processing options. Capture digital wills and limit the amount of time data is available from imports, for exports, and in snapshots. Download user data or permanently delete it on demand.





Integrations

Seamlessly integrate third-party apps to enhance your People database, communications, website, and fundraising.



Zapier Integration

Use Zapier to connect NationBuilder with over 6000 different software and services, enabling automatic data transfer between many different systems.

Developer API

Our open APIs include quickstart guides and sample apps for popular programming languages including Ruby and PHP. Build your own integrations with the NationBuilder software to easily manage your data across platforms or expand the tools available to your supporters.

Partner Ecosystem

Work with one of the many partners in our ecosystem offering website architecture and design services or complementary bespoke apps and integrations.





Network Features

Use a unified network infrastructure for your headquarters and local chapters.



Multiple Nations (Databases)

Set up multiple databases to give local chapters, campaigns, and groups everything they need to independently manage data and track activity.

Network Headquarters Admin Tools

Manage data sharing, see an overview of activity in your network, and share a bulletin message in the control panels of your networked nations.

Data & Tag Sharing

Work with one of the many partners in our ecosystem offering website architecture and design services or complementary bespoke apps and integrations.

Website and Email Theme Sharing

Easily share website and email themes with other nations to maintain your look and feel across them all.





Priority Support

From setup and configuration to fundamental, intermediate, and advanced training, our support and services teams are available to empower you at every step of your journey. Your dedicated account manager will provide strategic expertise and proactive support to ensure your success every step of the way.



Implementation

Our implementation services facilitate a smooth and efficient onboarding experience. We offer comprehensive data imports and extensive data wrangling to ensure data integrity. Our teams work hand-in-hand with each customer to guarantee a seamless integration of our products into their every day workflows.

Onboarding & Training

Leverage your dedicated onboarding specialist to speed up your onboarding and learning journey – free of charge. Take advantage of the many always-available training resources from webinars to videos to detailed product documentation.

Customer Success

Collaborate with your Account Manager for strategic planning. Account Managers craft and execute strategic plans, deliver consistent support, and establish and monitor goals to drive customer success. They work to understand your needs and proactively address them.

Professional Services

Engage with our expert Professional Services Team for data consultation and imports, custom reporting and analysis, email validation, phone number and type validation, workflow consultation and product configuration, conversion-optimized landing pages, or network implementation.

Technical Support

Our customer support team excels in addressing technical questions through our in-product chat system. Our team of technicians have a wide range of skills and technical expertise, they ensure prompt and effective solutions to any issues our customers encounter.

