



# MOVE PEOPLE

## Advocacy Client Webinar 8-31-2010


Presented by: Michelle Shefter, Product Manager

# Agenda

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- Goals of Online Advocacy
- Recent development in support of these goals
- Let us know what you think should come next!

# Goals of Online Advocacy

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- Change policy
  - Grow support
  - Expand your organization's mission
  - Cultivate relationships with donors

# Change Policy

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# Letter to the Editor (Summer 2009)

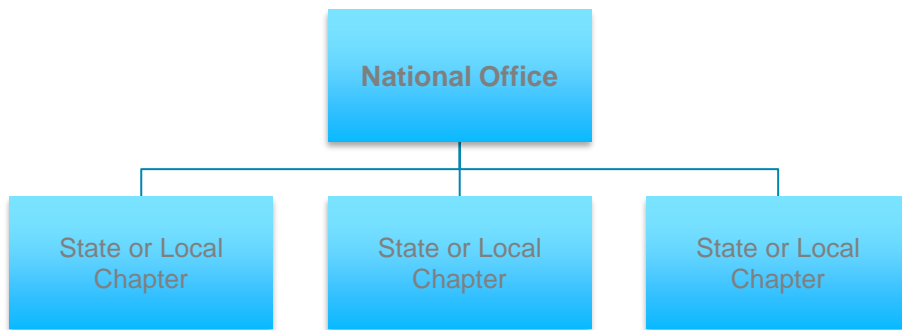
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- Media contact database for print, radio and television
- 1500 daily newspapers
- 1300 weekly newspapers
- 1300 magazines

# Syndication for Multicenter (Winter 2010)

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- Support for federated organizational structure
- Advocates can:
  - be advocates for multiple chapters
- Organizations can:
  - Extend reach
  - Share branding
  - Consolidate reporting

# Webform Engine 2.0 (Summer 2010)






- Overhauled webform delivery system
  - Improved deliverability to advocacy targets, including Regulations.gov
  - Better support for embedded CAPTCHA and reCAPTCHA challenge technologies

# State District and County Groups (Summer 2010)

Add New Group

This Groups List displays the user groups defined on your site. The default view shows an alphabetical list of your groups in the right pane (without the congressional and state resident groups) and a Group Types tree in the left pane. Click a Group Type in the left pane to show only the groups defined within it. Click Edit or View Members to modify and view group information. Click Add New Group to create a new group.

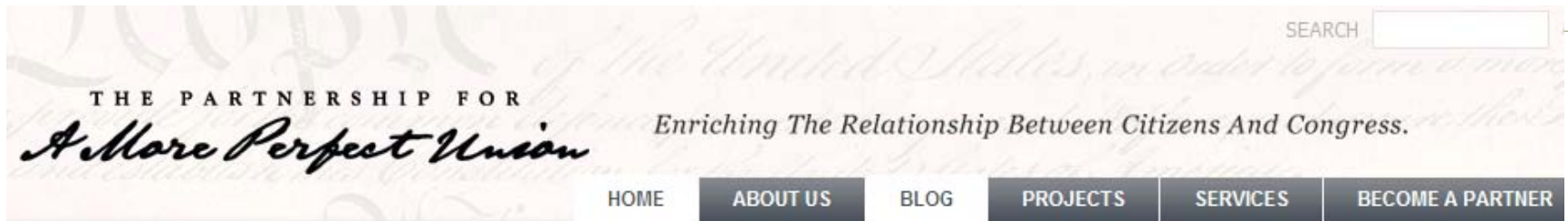
 user security group(USG)  query generated group  periodic query generated group

User Group List			
Expand All	Collapse All	Records 1 - 20 of 67	<a href="#">First</a>   <a href="#">Previous</a>   <a href="#">Next</a>   <a href="#">Last</a>
<input type="text"/>		<input type="button" value="Search"/> <input type="button" value="Show All"/>	Page 1 of 4 <input type="text"/> <input type="button" value="To Page"/>
Name	Actions	Type	Last Modified
<a href="#">Alachua, FL County Residents</a> FloridaAlachua, FL County Residents	<a href="#">View Members</a>	Florida Counties	Never
<a href="#">Baker, FL County Residents</a> FloridaBaker, FL County Residents	<a href="#">View Members</a>	Florida Counties	Never
<a href="#">Bay, FL County Residents</a> FloridaBay, FL County Residents	<a href="#">View Members</a>	Florida Counties	Never
<a href="#">Bradford, FL County Residents</a> FloridaBradford, FL County Residents	<a href="#">View Members</a>	Florida Counties	Never
<a href="#">Brevard, FL County Residents</a> FloridaBrevard, FL County Residents	<a href="#">View Members</a>	Florida Counties	Never
<a href="#">Broward, FL County Residents</a> FloridaBroward, FL County Residents	<a href="#">View Members</a>	Florida Counties	Never
<a href="#">Calhoun, FL County Residents</a> FloridaCalhoun, FL County Residents	<a href="#">View Members</a>	Florida Counties	Never
<a href="#">Charlotte, FL County Residents</a> FloridaCharlotte, FL County Residents	<a href="#">View Members</a>	Florida Counties	Never
<a href="#">Citrus, FL County Residents</a> FloridaCitrus, FL County Residents	<a href="#">View Members</a>	Florida Counties	Never
<a href="#">Clay, FL County Residents</a> FloridaClay, FL County Residents	<a href="#">View Members</a>	Florida Counties	Never
<a href="#">Collier, FL County Residents</a> FloridaCollier, FL County Residents	<a href="#">View Members</a>	Florida Counties	Never

- Added groups for constituents of Counties and State House/Senate Districts
- More efficient process for targeting email messages to local audiences



# Partnerships with CMF



## How and Why Does Congress Use Twitter

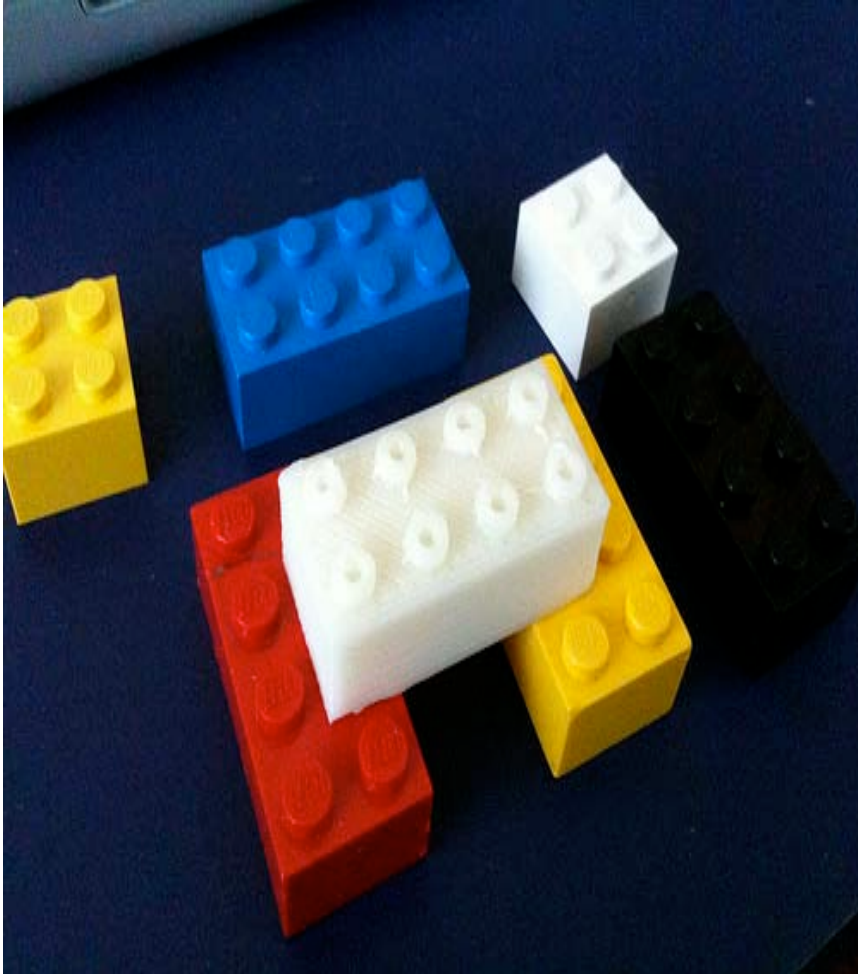


- Convio is a leading participant in the Congressional Management Foundation (CMF) Communicating with Congress project
- Founding partner of CMF's Partnership for a More Perfect Union

# Grow Your List

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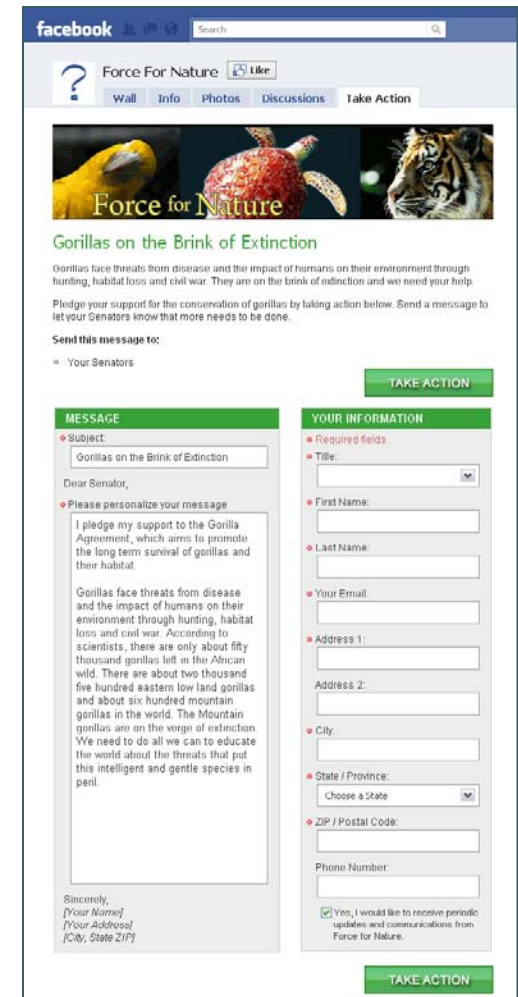
# Flexible Layouts (Fall 2008)



- Complete control over alert appearance and user flow.
- Easy to integrate YouTube videos into alerts

# Advocacy APIs (Summer 2010)

- Display actions and action lists in 3<sup>rd</sup> party platforms such as:
  - Facebook fan page tabs
  - “widgets” on CMS pages
  - “electronic clipboards” at events
  - Mobile Apps/mobile-optimized sites
  - Via SMS messages
- Interaction is in 3<sup>rd</sup> party interface, Convio dispatches message and logs on the Constituent profile



The screenshot shows a Facebook page for 'Force For Nature'. The page features a header with the organization's name and a 'Like' button. Below the header is a navigation bar with tabs for 'Wall', 'Info', 'Photos', 'Discussions', and 'Take Action'. The main content area displays a banner image with a yellow parrot, a red sea turtle, and a tiger, with the text 'Force for Nature' overlaid. Below the banner is a section titled 'Gorillas on the Brink of Extinction' with a brief description of the threat to gorillas. A 'TAKE ACTION' button is visible. Below this is a form titled 'MESSAGE' and 'YOUR INFORMATION'. The 'MESSAGE' section includes a subject field with the text 'Gorillas on the Brink of Extinction', a 'Dear Senator,' salutation, and a text area for personalizing the message. The 'YOUR INFORMATION' section includes fields for 'Title', 'First Name', 'Last Name', 'Your Email', 'Address 1', 'Address 2', 'City', 'State / Province' (with a 'Choose a State' dropdown), 'ZIP / Postal Code', and 'Phone Number'. A checkbox at the bottom of the form is checked, indicating the user wants to receive periodic updates and communications from Force for Nature. A 'TAKE ACTION' button is located at the bottom right of the form.

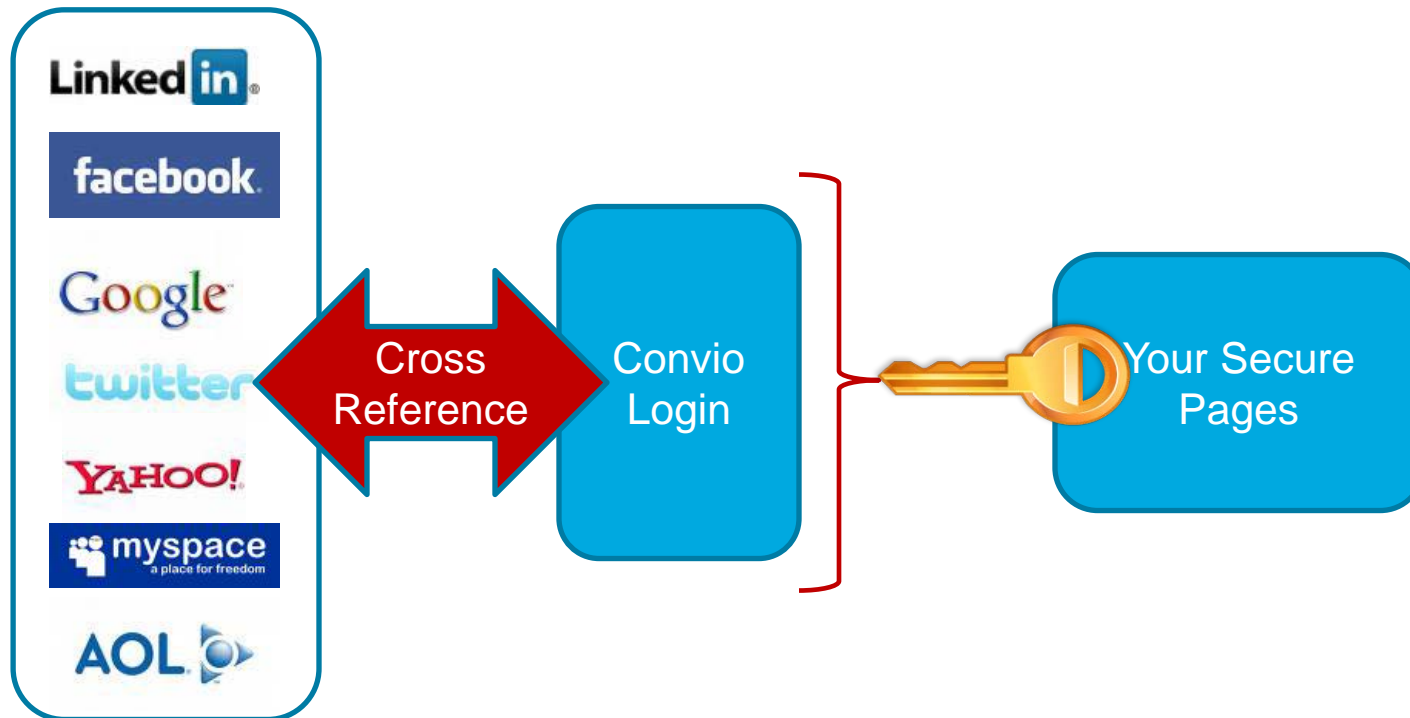
# Expand Mission and Cultivate Donors

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## Social Sharing and Open Authentication

# Open Authentication (Summer 2010)

Open Authentication provides constituents the ability to login to a Convio powered site using their favorite 3<sup>rd</sup> party site login. This feature leverages Gigya's "socialize" technology and supports using credentials from:



# Social Sharing (Summer 2010)

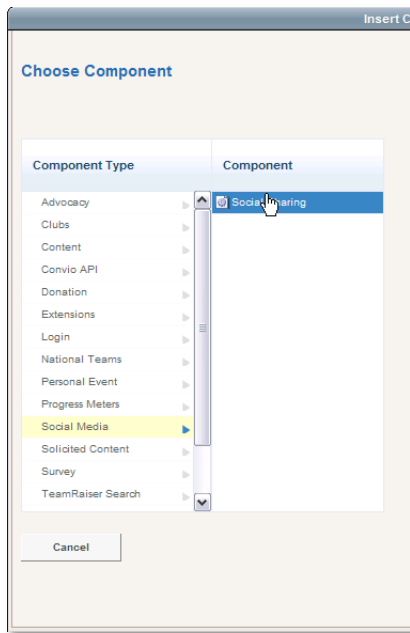
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Constituents can share content that is presented on a Convio powered site. This feature leverages Gigya's "socialize" technology and supports sharing via the following sites. Additionally, the existing tell-a-friend feature is now included in the Social Sharing WYSIWYG component

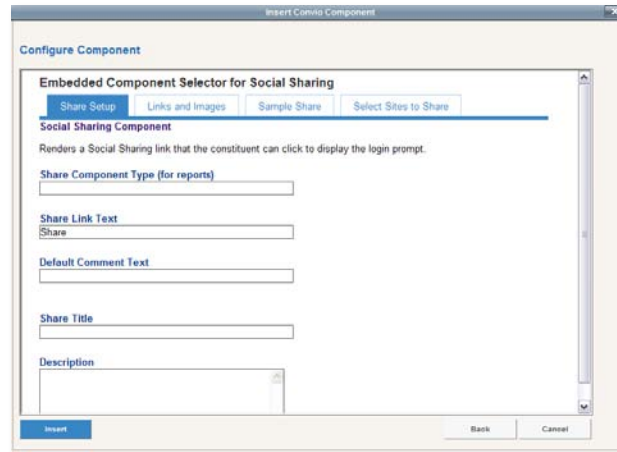
- Extend your cause / brand into your constituents social networks.
- Create connections with new constituents.
- Know which constituents are your top evangelists
- Know which social networks your constituents share to / frequent.

# Social Sharing (Summer 2010)

## PageBuilder WYSIWYG Component



## Configuration Menu



## Page Component





# Feature Wish List

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- What features do you want to see next?