

Convio Advocacy

Convio Advocacy provides a complete online solution to encourage and manage grassroots online activism. It enables you to publish targeted action alert forms to be completed by constituents for delivery to legislators or media organizations. Convio Advocacy includes applications for building advocacy-focused web pages, creating and sending email communications to activists, and delivering online action alert forms. Activists can respond to online action alerts by completing letters or emails online, searching for specific legislators within Convio's built-in advocacy databases, targeting their messages to the right decision-makers and sending their responses securely via fax, email or through web-based forms.

Vote, Issue and Legislator Web Pages

Configurable workflow. Define exactly what you want activists to do based on decision makers' historical votes, or how you want activists to influence future policy. Motivate only specific constituents to take the specific actions you want, or simply inform constituents of how their legislators' votes align with your organization's goals. Tailor the messages your activists send to decision-makers based on their positions on issues.

Legislator scorecards. Decide on which issues to rate legislators, and automatically compute numerical scores based on how their historical voting records align with your organization's views.

Vote and legislator information pages. Describe legislative and policy issues that matter to your organization, articulate your desired outcome regarding specific bills, explore the potential policy impact, and motivate activists to contact the right decision makers using special web pages. Provide detailed listings of legislator information including recommended action alerts.

The Convio Difference

Designed to meet the unique needs of nonprofit organizations, Convio's integrated software suite includes products for fundraising, advocacy, events, ecommerce, online community, web content management and email communications.

All products include Constituent360™, a sophisticated online database that centralizes constituent data and integrates with offline databases. It shares data about all online interactions, ensuring you have a complete view of each constituent, which is critical to effective online programs.

Action Alert Segmentation, Targeting and List Management

Segment your advocate base. Specify which activists will receive an alert based on their state of residence, Congressional district, declared interests, previous advocacy involvement with your organization, how their legislators voted on a particular issue, or any other data stored in the Constituent360 online marketing database or in the legislative databases.

Target decision-makers to be recipients of action alerts using:

- **Filters** – Use filter functionality to quickly target federal legislators by their votes on specific legislation, by party affiliation, or by membership in specific committees or sub-committees. Combine filters for more refined targeting.
- **Blanket alerts** – Target the President, Vice President, First Lady, all members of the U.S. House and Senate, or State governors, Senators or Representatives.
- **Media targets** – Create Letter to the Editor alerts that match constituents with their local newspapers, radio or television stations. Each constituent's letter is unique and highly personalized.
- **Custom targets** – Create or re-use stored custom target lists for specific legislators, corporate executives, or anyone else.

Action Alert Creation and Configuration

Editing options. Define the subject, body and closing of messages to be sent to legislators, and then specify whether activists can edit the subject lines or bodies of their messages (these can be read-only, partially editable or fully editable). You also can require activists to edit the subject line.

Re-use alerts. Save time by basing new action alerts on previous ones, using copy and edit functions. Quickly filter and access previous alerts using search tools.

Flexible delivery options. Select delivery by email, fax or through a web form, with configurable automatic rollover to a secondary channel, or allow your activists to choose a delivery method. Resend failed fax transmissions with one click. Give activists the option to print and mail their action alerts. Limit action alerts to be sent only once per constituent. Save a copy of all activists' messages sent to decision-makers so you can monitor advocacy efforts.

Log offline interactions. Encourage activists via email or web page content to call, visit, or meet with their legislators on key issues, and then allow them to easily record details of their conversations online so that your organization can track offline advocacy activity.

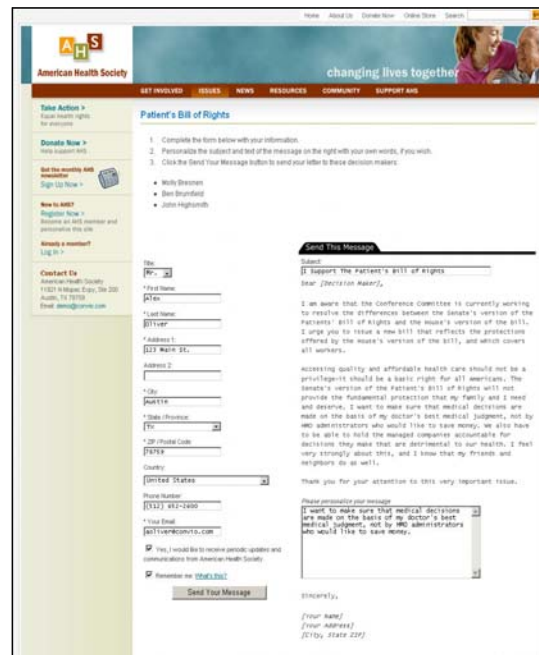
Alert classification. Categorize action alerts by issues and sub-issues for simplified management.

Acknowledgements. Configure on-screen and optional email auto-responder acknowledgements for each action alert when activists participate.

Personalized content. Configure email and website content to automatically include personal information, such as first name, and content based on constituent interests, geographic location, history with your organization and more.

Email best practices. Use A/B testing to evaluate the effectiveness of one email advocacy campaign against another. Test emails for elements that might trigger spam filters.

Petitions. Compile and submit electronic signatures from targeted constituent groups.



Make it easy for activists to reach decision makers.

Advocate User Experience

Empower activists. Allow activists to quickly locate information about their federal and state representatives in one of the databases provided with Convio Advocacy.

Make it easy for activists. Show activists which action alerts they have taken part in and which ones they haven't yet acted on. Authenticate activists automatically using auto-login links so they can take action from any computer without having to remember username/password.

Automated ZIP+4 append and GIS-based district mapping. Correct districting information automatically in real-time, and append ZIP codes each time a constituent takes action. Ensure that activists locate their correct representatives using Convio's GIS-based district mapping. Redistricting support is straightforward and available as needed.

Tell-a-Friend. Enable activists to forward action alerts to friends, family members and colleagues.

Results page. Keep activists engaged by letting them know the outcome of key votes, and the impact this has on your organization's mission.

Seamless website experience. Integrate advocacy-related information throughout your website with a consistent look and feel.

Advocacy Databases

Searchable databases included with Convio Advocacy:

- All U.S. federal and state House and Senate members, as well as governors — names, titles, phone and fax numbers, mailing and email addresses, Web site address and political affiliation. Photos included at extra cost.
- Congressional committees.
- Federal Cabinet and state officials contact database, including Lieutenant Governors, State Attorneys General, State Treasurers, State Secretaries and State Insurance Commissioners. Includes title, fax number, and mail and email addresses.
- Support for congressional and state committee targets, including Senate, House, and Joint Committees on both federal and state levels.

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- Media contact database for print, radio and television organizations. Also includes a database that matches a constituent's 5 digit zip-code to their local media organization. Contact information for over 1500 daily newspapers, 1300 weekly newspapers and 1300 magazines includes an email address and/or fax number. Ability to target the main contact or a specific editor. Supports other media types such as radio stations, television stations, online publications and foreign press.

Reporting and Integration

Advocacy dashboard. View executive-level statistics for one or more alerts, including the total number of constituents taking action on one or more alerts, the number of new constituents added during one or more alerts, the total number of email, fax and printed letters sent and calls logged for one or more alerts, and alert response statistics (number of invitations, number of emails, average click-through rate and average unsubscribe rate).

Reports. Run pre-defined graphical and numerical reports, including:

- **Alert Summary** – provides summary information on all alerts, including activation statistics, response statistics, and delivery statistics for each alert.
- **Alert Federal, State House, and State Senate District** – for each district from which responses to an alert have been received, this report provides number of the district, number of responses from that district, and number of messages sent, broken down by type (email, fax, printed letter and calls).
- **Alert Respondent** – lists the individuals who responded to a particular alert. For each respondent, the report provides first and last name, federal and state House and state Senate districts from which they responded, number of responses received, and response date(s) for each response; includes call contact name and call notes.
- **Alert Recipient** – lists all individuals (legislators and others) who received messages or calls in response to a particular alert. The report provides first and last name of each recipient, federal or state district represented (where applicable), position held, and number of responses received by each.
- **Advocacy Analysis Report** – allows you to analyze alert responses across several drill-down categories including recipient name, state and city of respondents, federal district ID of respondents, donor status of respondents and source code. Headings in this report are "clickable," allowing you to project information onto bar and pie charts.
- **Advocacy Timeline Report** – allows you to view advocacy results for a specific time interval (month, week or day). The headings in this report are "clickable," allowing you to project columns in this report onto a bar chart.
- **Alert Delivery Report** – provides summary delivery statistics by recipient within a specific alert. This report is useful for understanding what portion of email messages or faxes are getting through to each recipient.
- **Alert Delivery Failure Report** – lists each failed delivery, the constituent who sent it, the intended recipient and the failure reason. The report also provides retry links so that you can attempt delivery again if you choose.
- **Letter to the Editor Summary Report** – Provides aggregate summary of activity for each Letter to the Editor alert. Highly configurable Report Writer report.

Download reports. Download any report as a comma separated value (.csv) file for reporting or mail merge.

Automated syndication of action alerts. Extend the reach of your action alerts by syndicating them to affiliated Web sites using the proven and widely-used Real Simple Syndication (RSS) protocol. Configure the RSS feed to include Action Alerts relating to certain states only.



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