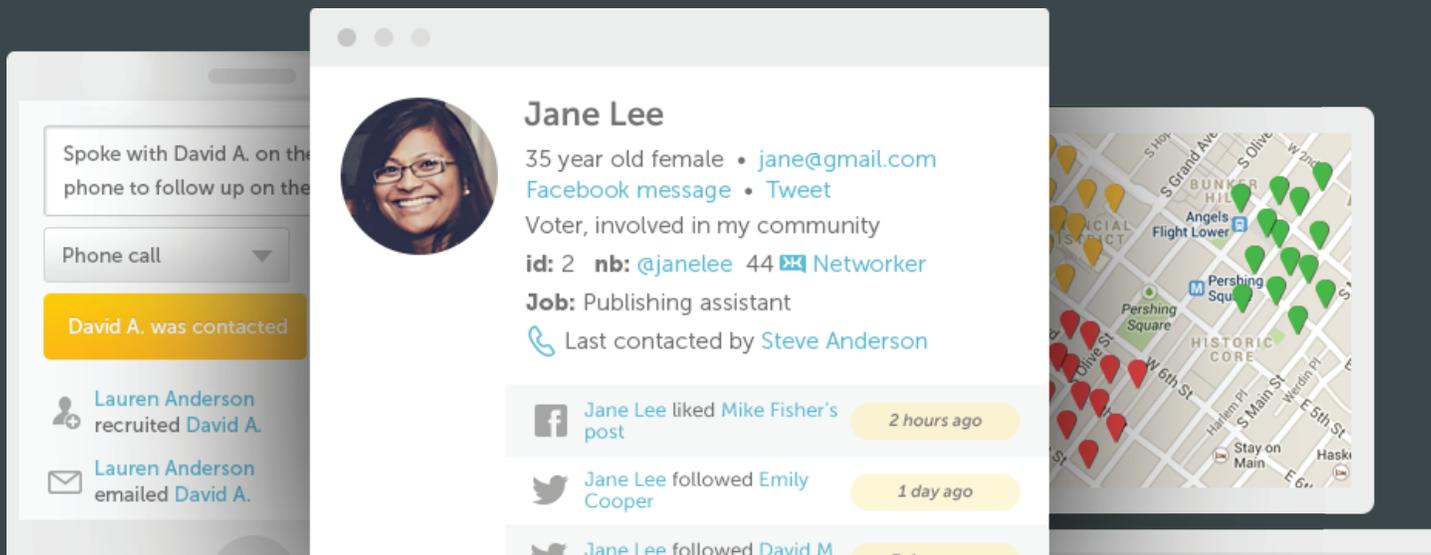


The world's first **Community Organizing System**



People are dynamic. Your database should be too.
Get to know your people with social matching and a complete contact history



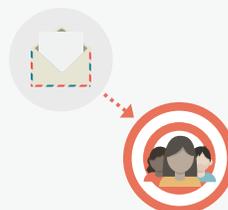
SUPPORTERS

Keep track of your supporters and prospects separately.



SET FOLLOWUPS

Set follow ups when someone contacts you, or takes any action.



TARGETING

Create lists of people based on their info, and take actions on them.



NATIONBUILDER MATCH

Match your email list to Facebook, Twitter, LinkedIn and Klout.



PUBLIC PROFILES

Supporters get their own public profile page showing all activity.



IMPORTING & EXPORTING

Complete database snapshots can be downloaded as a CSV.



FINDING INFLUENCERS

Find your most influential supporters by sorting with Klout.

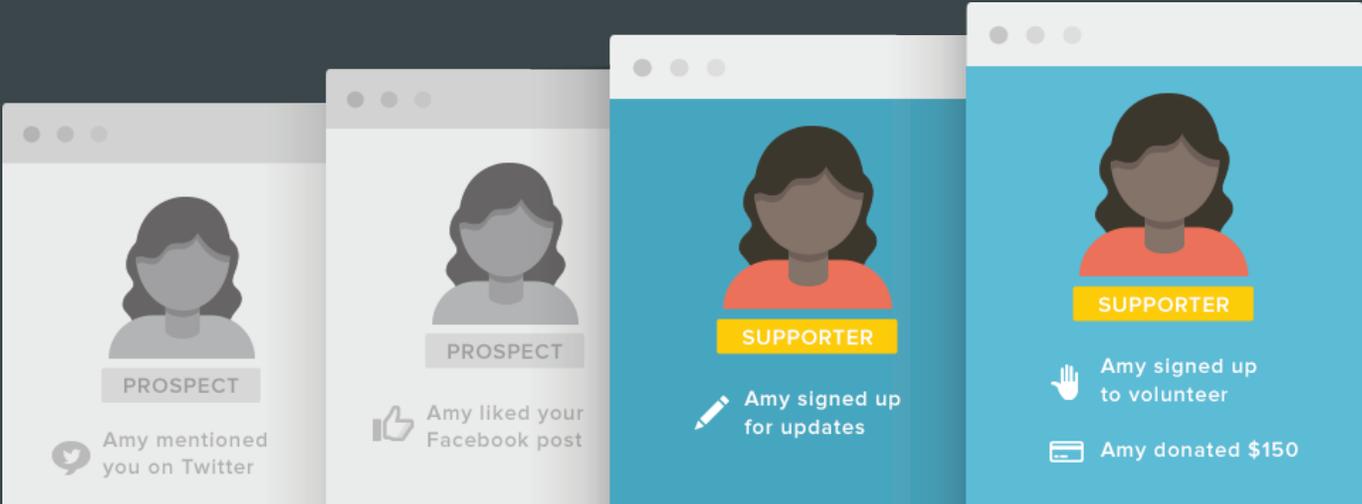


LEADERBOARDS

Recognize your top contributors or recruiters by creating leaderboards.

Turn prospects into your biggest supporters

Track supporters & prospects and move them up the ladder of engagement



PUBLIC PROFILES

Supporters get their own public profile page showing all activity.



SOCIAL MEDIA

Twitter followers are automatically added as supporters.



SET FOLLOW UPS

Set follow ups when someone contacts you, or takes any action.



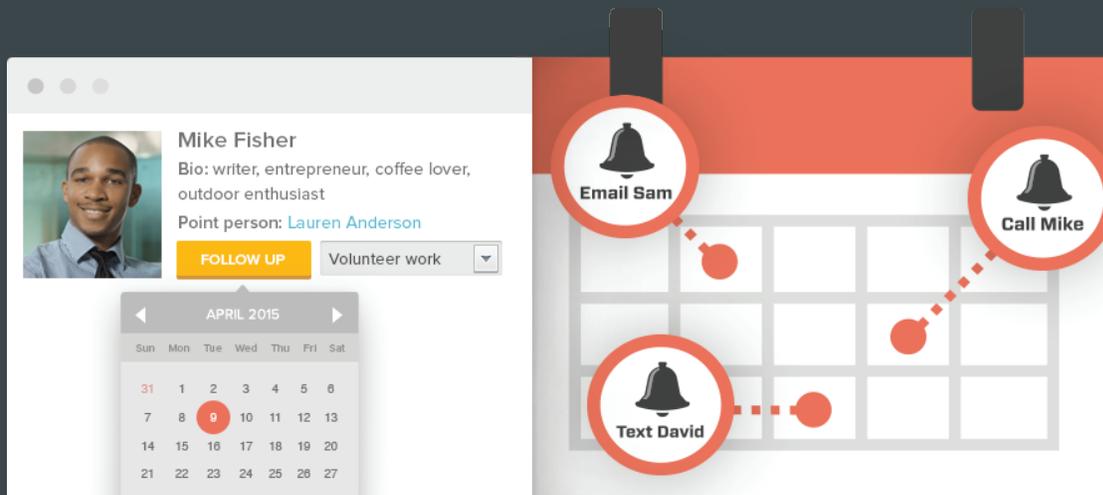
FIND INFLUENCERS

Find your most influential supporters by sorting with Klout.

FOLLOW UPS

Don't let anyone fall through the cracks

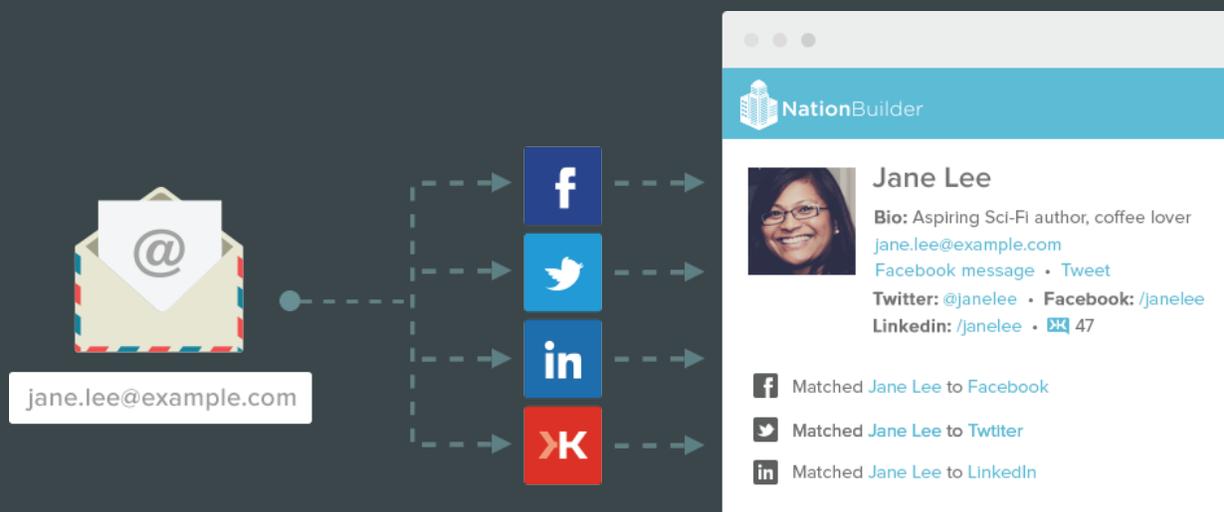
Set followups when someone contacts you or takes action on your website



MATCH

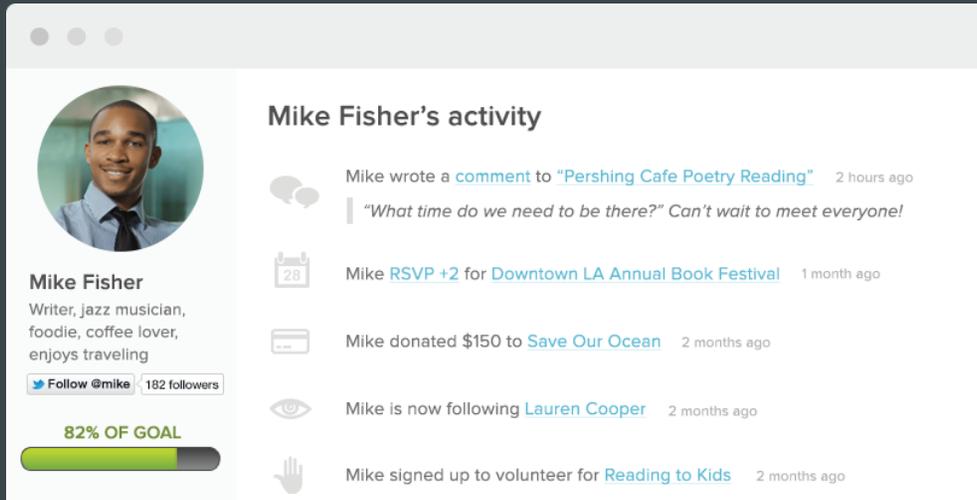
Turn your email list into a dynamic database

NationBuilder Match automatically matches emails to Facebook, Twitter, LinkedIn & Klout



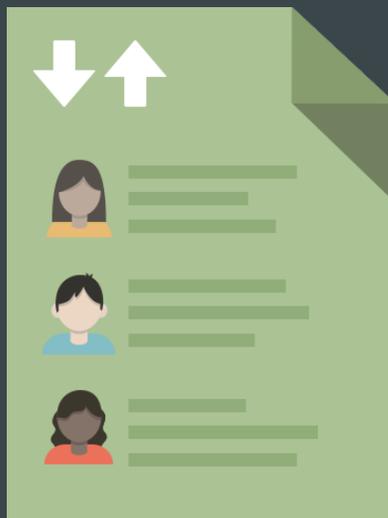
PUBLIC PROFILES

Engage people more deeply in your mission
Public profiles show supporter activity, social networks & fundraising efforts



IMPORTING & EXPORTING

You own your data
Import or export contact info, donation history, or a complete database snapshot



Talk to people in language they'll understand

Track supporters & prospects and move them up the ladder of engagement



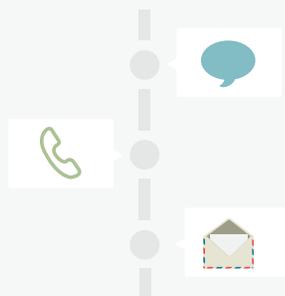
DONATION HISTORY

Target based on how much, when or how people donated.



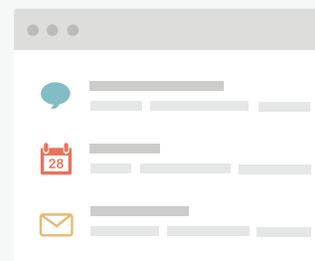
VOTE HISTORY

Target based on when and what elections people voted in.



CONTACT HISTORY

Target people in need of follow up, by point person, or contact status.



ACTIVITY

Target event hosts or attendees, petition signers and much more.

LEADERBOARDS

Recognize the leaders in your organization

Use leaderboards to rank supporters based on their contributions and engagement

Most pc		Most recruited signups	
1	 Jane Lee +93pc earned political capital	1	 Jason W +32 recruited signups
2	 Andrew Gibson +82pc earned political capital	2	 Adam McCallister +28 recruited signups
3	 Mike Fisher +68pc earned political capital	3	 Aaron Fraser +25 recruited signups
	 Lauren Anderson		 Emily Brown

FIND INFLUENCERS

Activate your influencers & move them to action

Find & sort people by Twitter followers, Klout score or virtual currency

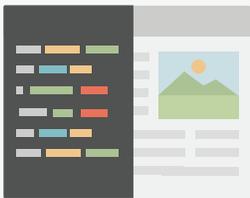
Sort by Most Klout	
1	 Jane Lee Kindergarten teacher who enjoys arts and crafts and cooking.  65
2	 Andrew Gibson Chemical Engineering student @ucla, football player  57
3	 Mike Fisher Writer, jazz musician, foodie, coffee lover, enjoys traveling  32

Sort by Most pc	
1	 Lauren Anderson 1638.21pc Founder of Save the Ocean, a non-profit organization
2	 Jason W 1233.08pc I love coffee, tacos and writing code.
3	 Adam McCallister 938.21pc Comedian, sci-fi author and founder of some company

Sort by Most Twitter followers	
1	 Aaron Fraser NJ native now living in CA, co-founder of a stealth startup  22,582
2	 Emily Brown Activist, interested in communities and the internet  8,507
3	 Jason Clarke Loves tech and all things tech related, follow me on twitter  6,228

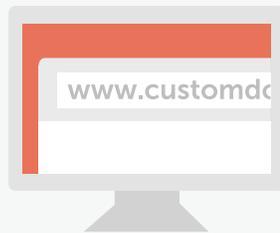
Websites need more than content. Build yours for action.

Customizable themes and multiple templates designed for engagement



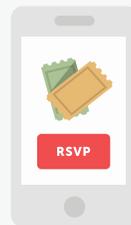
CUSTOM DESIGN

Complete design control with HTML, Liquid, Javascript, CSS and SCSS.



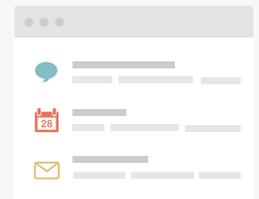
CUSTOM DOMAIN

Use your own existing or new custom domain.



EVENTS

Organize events globally, and create and sell tickets.



COMMENTS & ACTIVITY

Comments and activity feeds. Advanced spam blocking.



RELIABLE

You won't go down when the world comes to your site.



SEO

Customizable clean URLs, full control of page titles and meta tags.



TRACK REFERRALS

Track the recruiter of anyone who takes an action.

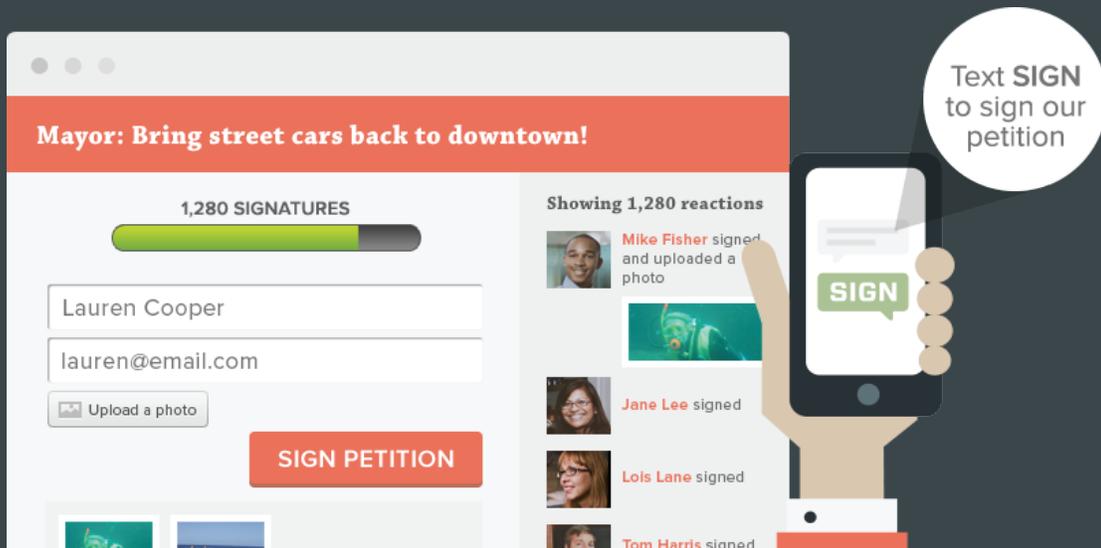


WEBSITE ANALYTICS

Google Analytics just works, goal and donation tracking built in.

Assemble your community to fight for change

Create petitions, set goals & accept signatures online or via text



PRINT SIGNATURE

Easily print a PDF of your signatures for delivery.



SET FOLLOWUPS

Set follow ups with everyone wh signs the petition



SIGN WITH A PHOTO

Optionally ask people to sign the petition using a photo.
Set petition goals

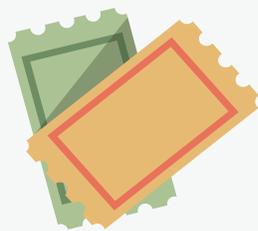
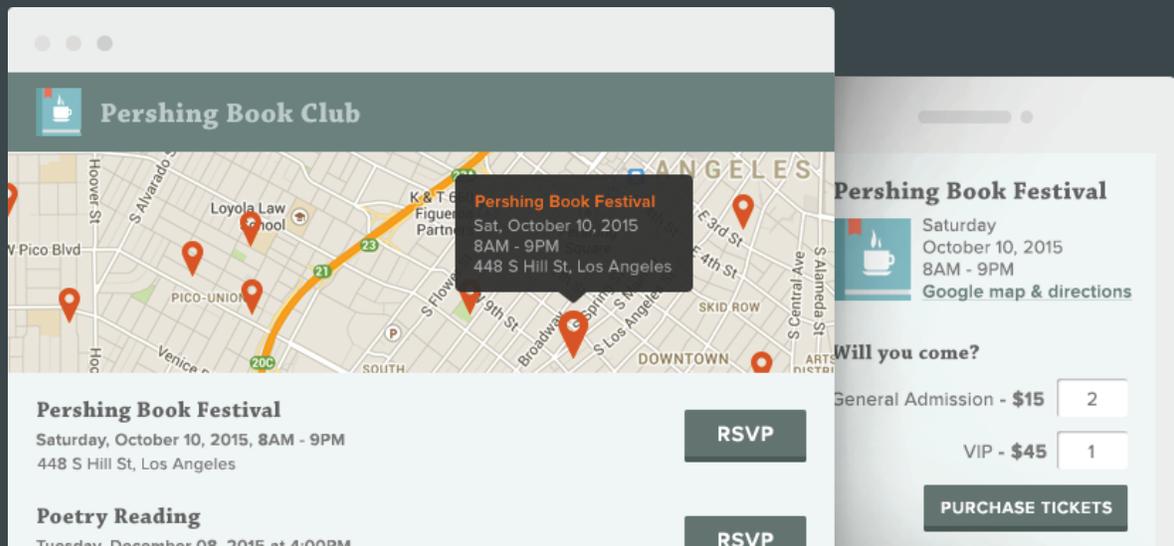


SET GOALS

Create signature or signer goals that update
in real time.

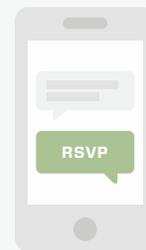
Bring people together from anywhere

Event fundraising, volunteer management & ticketing in one system



TICKETING

Sell tickets and configure multiple ticket levels and price points.



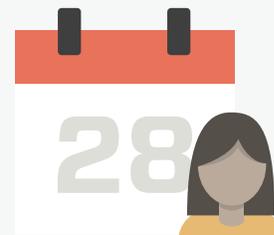
RSVP BY TEXT

Configure keywords and anyone can RSVP by text message.



FACEBOOK SYNC

Connect events on your nation with Facebook to sync RSVPs.

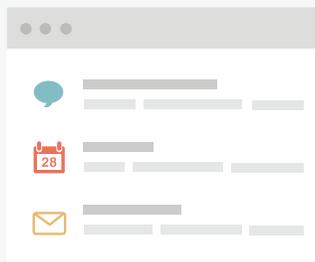
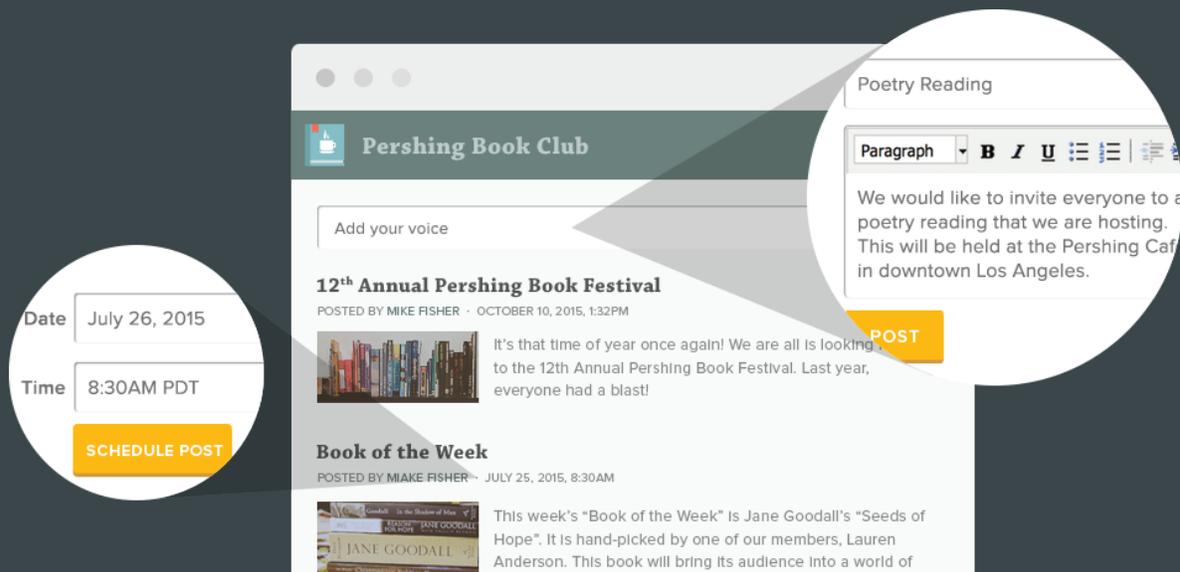


USER EVENTS

Users can submit events they are hosting to your calendar.

Create community with blogs where anyone can post

Schedule blog posts, publish to Twitter & Facebook, and get people involved



COMMENTS & ACTIVITY

Comments and activity feeds. Advanced spam blocking.



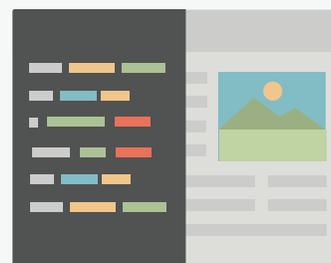
SOCIAL SIGN IN

Visitors can instantly sign in with Facebook or Twitter.



TAGS

Group posts with tags to help users find related content.



CUSTOM DESIGN

Complete design control with HTML, Liquid, Javascript, CSS and SCSS.

Start accepting donations in minutes

Multiple payment processors & secure donation pages with no transaction fees



Donate to Save Our Ocean

82% OF GOAL

First Name: Mike

Last Name: Fisher

Country: United States

Address: 1200 Rochester Blvd.,

Amount: \$25 \$50 \$100 \$125 \$200 \$300

DONATE



PayPal Payflow Pro

sage pay

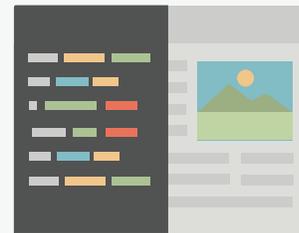
Authorize.Net

DEMOCRACY ENGINE

0%

NO FEES

Only pay transaction fees set by the payment processor you choose.



CUSTOM DESIGN

Complete design control with HTML, Liquid, Javascript, CSS and SCSS.



RECURRRING DONATIONS

Setup recurring donations by creating paid memberships.

Effortlessly recruit & manage volunteers

Create roles, assign point people & recruit from anywhere on your website

Volunteer at our tree planting event!

Mike Fisher

mike@email.com

I will plant trees I will water saplings

I will dig holes I will clean up

VOLUNTEER



VOLUNTEER SHIFTS

Allow volunteers to sign up for shifts at specific times.



SCHEDULE A TEXT

Schedule a texts alerting supporters of volunteer opportunities.



TRACK REFERRALS

Track the recruiter of anyone who volunteers.

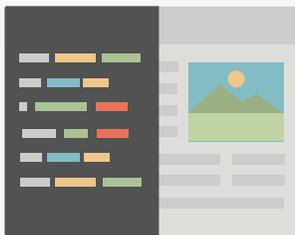


SET FOLLOWUPS

Set follow ups when someone volunteers, or takes any action.

Build your home on the internet

Your domain, your website, your data, your nation



YOUR DESIGN

Complete design control with HTML, Liquid, Javascript, CSS and SCSS.



YOUR DOMAIN

Use your own existing or new custom domain.



YOUR DATA

You own your data. Import or export people or financial info at any time.

RELIABLE

Take comfort in the reliability of your website

Scalable websites that won't go down when the world shows up



AUTOMATIC BACKUPS

Every nation is automatically backed up in real time.



HOSTED IN THE CLOUD

World class hosting, and content distributed worldwide with Amazon Cloudfront CDN.

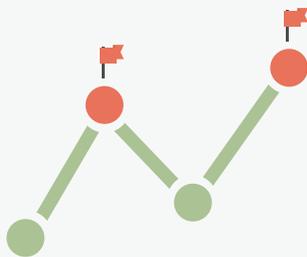
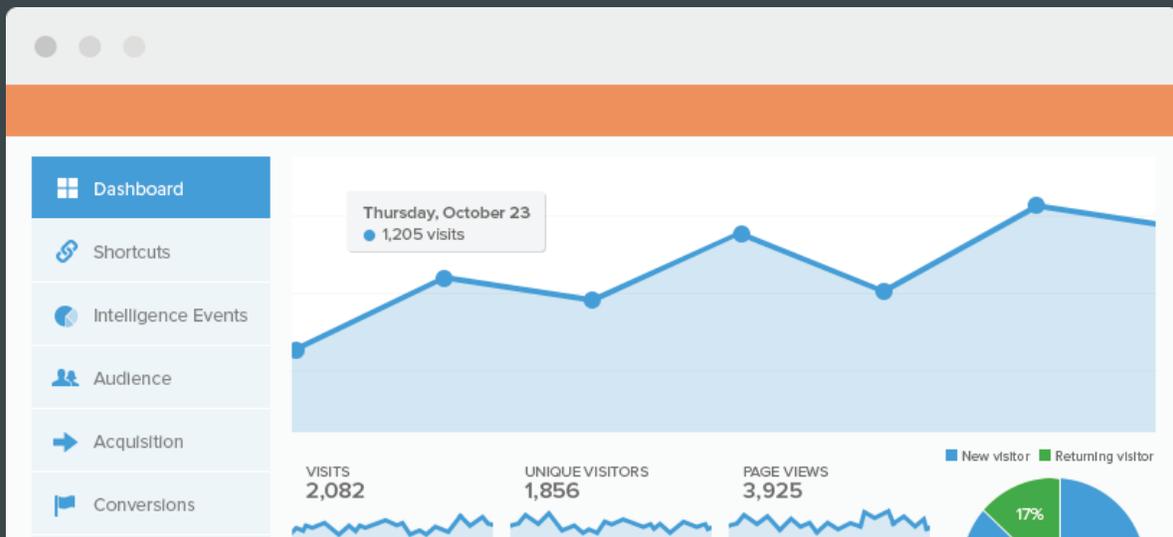


DATABASE SNAPSHOTS

Save a local copy of your database for whatever reason, at anytime.

Measure your nation's success

Easy Google Analytics setup with campaign & conversion tracking



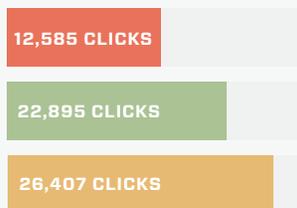
TRACK ACTIONS

Any action a person taken converts to a Google Analytics goal.



TRACK DONATIONS

All donations and donation amounts are tracked.



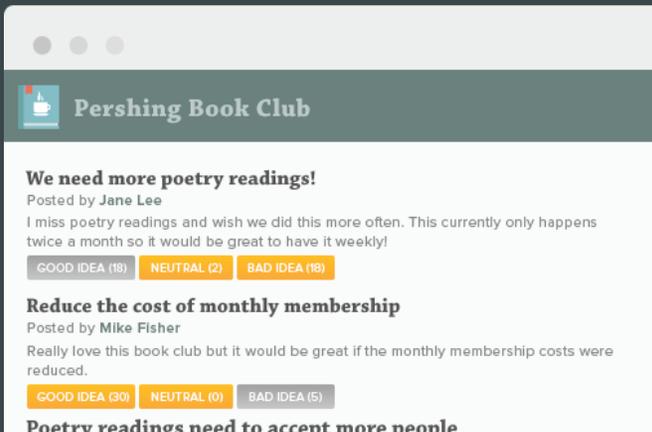
TRACK EMAILS

All email opens and clicks are tracked.

SUGGESTION BOX

Crowdsource ideas from your community

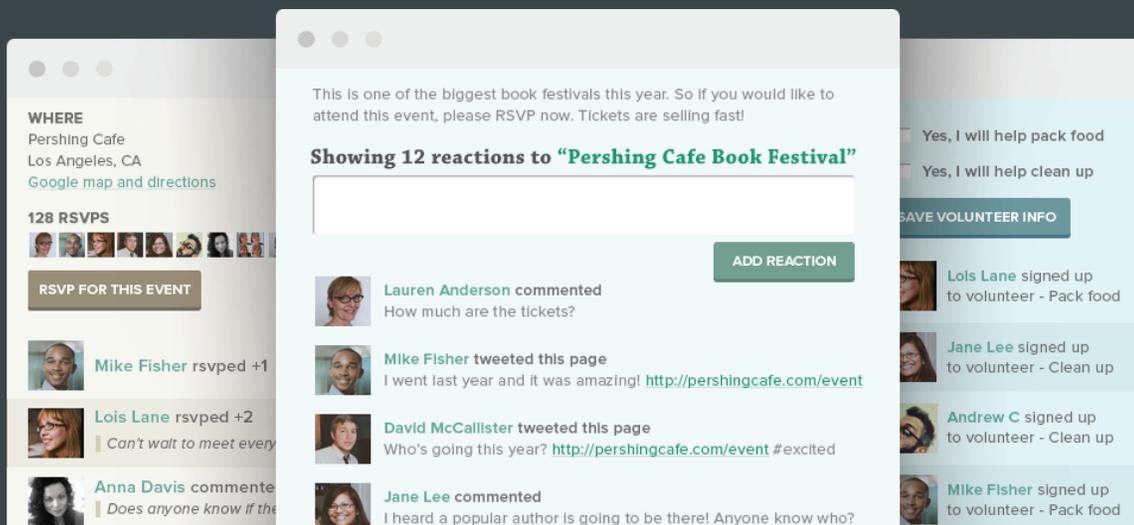
Generate actionable feedback with a suggestion box



ACTIVITY

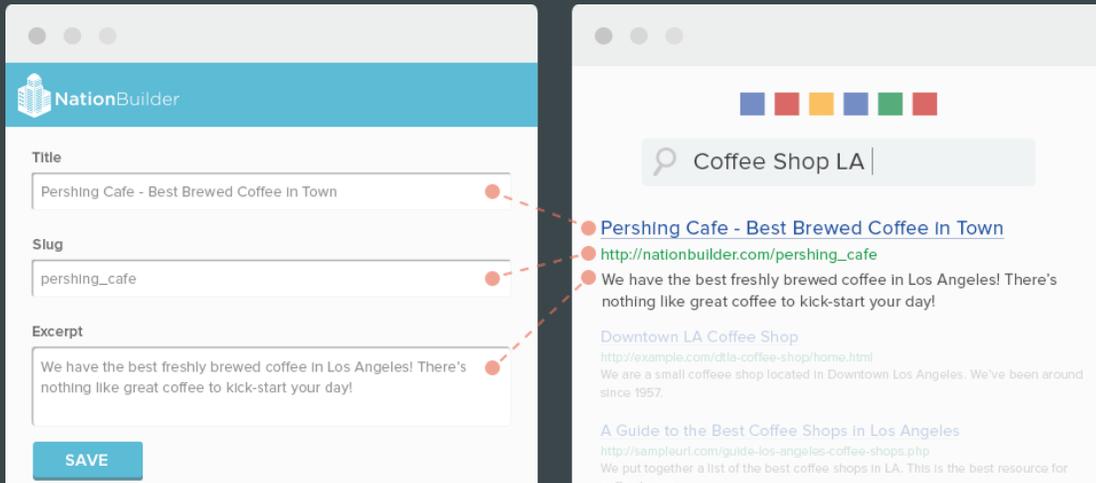
Activate your influencers & move them to action

Find & sort people by Twitter followers, Klout score or virtual currency



Take control of your SEO & rise to the top

Clean URLs & easy access to website content, page titles & meta tags



REFERRALS

Keep track of your most valuable recruiters

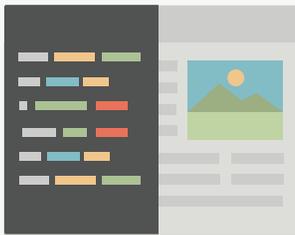
Identify & reward supporters who help your organization grow



SUBNATIONS

Empower your local groups with subnations

Grow your organization while chapters build their own communities



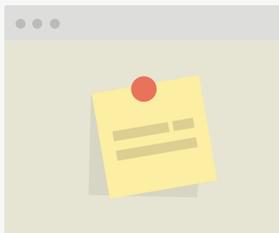
MAINTAIN BRAND CONSISTENCY

Apply a customized theme across all of your local groups.



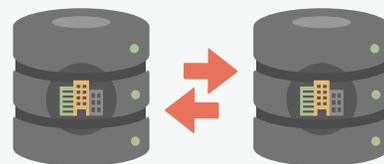
CONTROL YOUR DATA

Sharable lists mean you decide how to distribute your data.



POST BULLETINS

New bulletins appear on the control panel of every subnation.

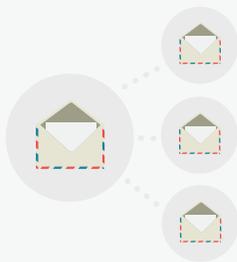
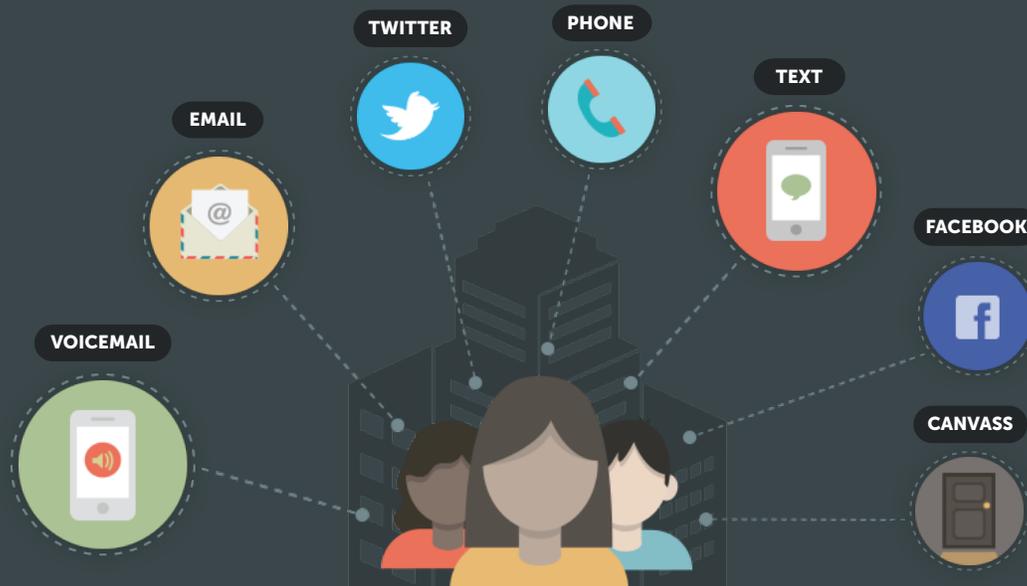


EXCHANGE DATA

Information from each subnation flows up to the top.

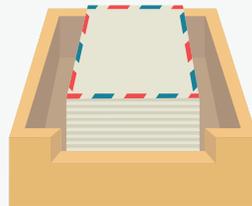
Everyone has a story. How will you tell yours?

Connect with people on any platform all from one system



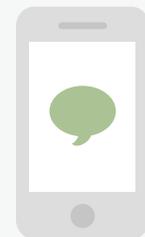
EMAIL BLASTING

Send targeted email blasts with exceptional deliverability scores.



INCOMING EMAIL

Manage incoming email with unlimited mail boxes. Host email on your domain.



TEXT MESSAGING

Text blast or text to take website actions. Collect email and zip codes.



PHONE NUMBERS

Incoming calls automatically logged, call forwarding and voicemail.



SOCIAL MEDIA

Deeply integrated with Facebook, Twitter, Meetup & LinkedIn.

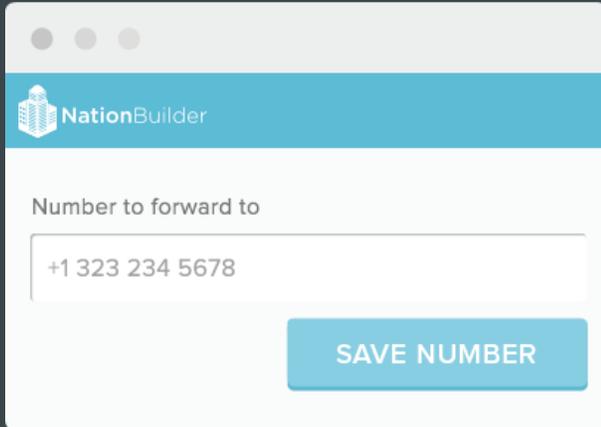


SCHEDULE ANYTHING

Blog posts, email blasts, text blasts, Facebook posts, Tweets.

Never miss a call or voicemail message

Free virtual phone number with automatic call logging in your database

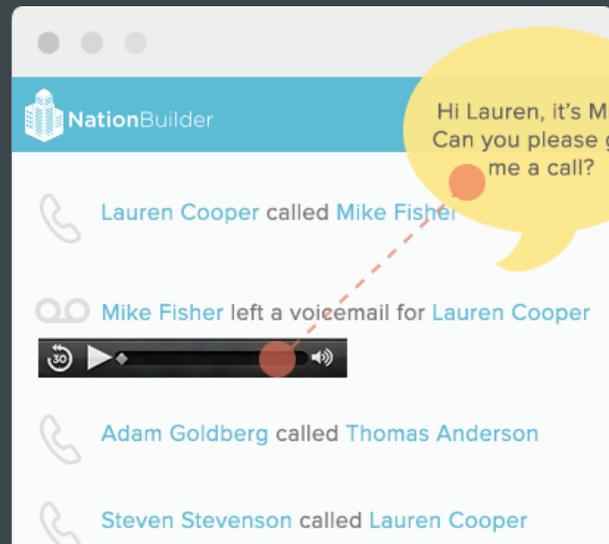


NationBuilder

Number to forward to

+1 323 234 5678

SAVE NUMBER



NationBuilder

Hi Lauren, it's Mike!
Can you please give me a call?

Lauren Cooper called Mike Fisher

Mike Fisher left a voicemail for Lauren Cooper

Adam Goldberg called Thomas Anderson

Steven Stevenson called Lauren Cooper



UNLIMITED PHONE #S

Add as many phone #s as you want. (\$9/mo each additional).



TEXT MESSAGING

Send text blast or receive texts to trigger website actions.

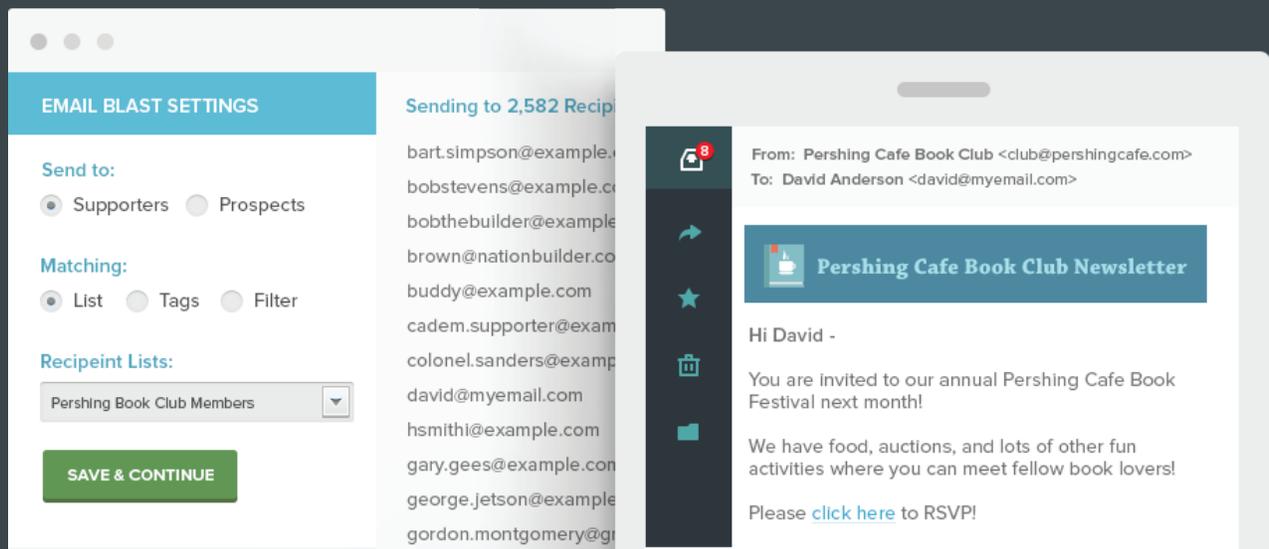


SET FOLLOWUPS

Set follow ups when someone calls you, or takes any action.

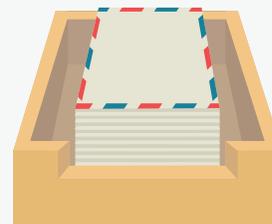
Send email blasts with exceptional deliverability

Choose from numerous beautiful free email themes, or create your own



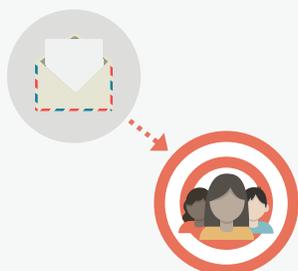
NATIONBUILDER MATCH

New email signups match to Facebook, Twitter, LinkedIn & Klout.



INCOMING EMAIL

Manage incoming email with unlimited mail boxes.



TARGETING

Target based on location, donation history, Klout, and much more.

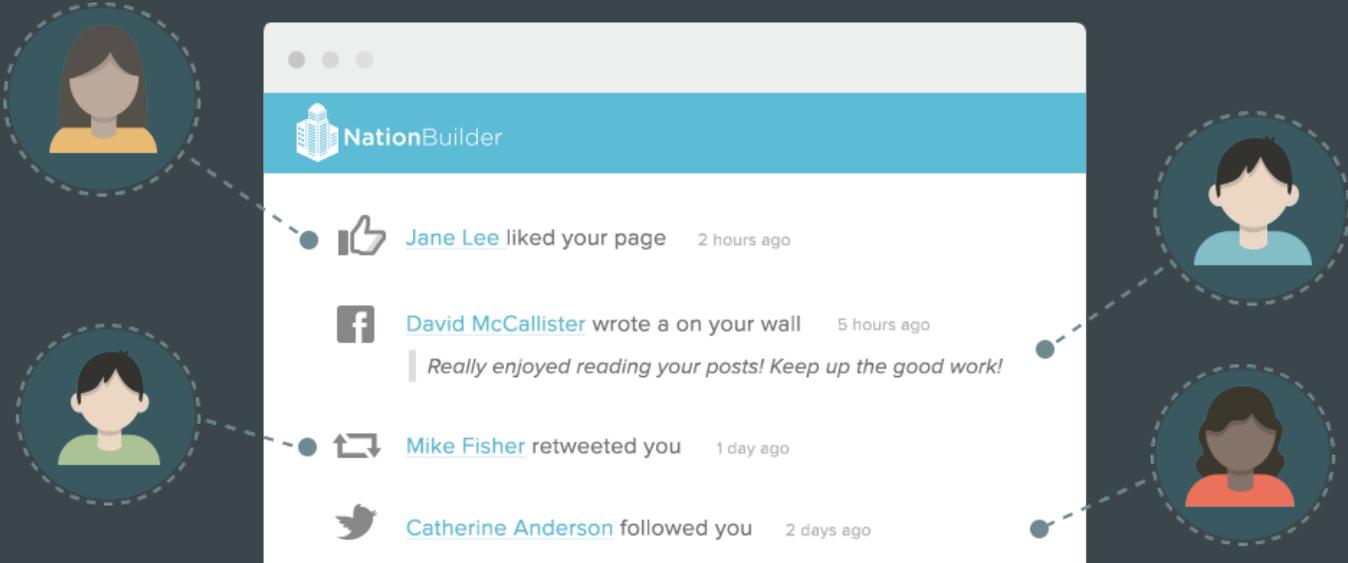


TRACKING

Track open/click rates, donations that come through email + more.

Keep your Twitter & Facebook followers in the loop

Social media is deeply integrated into your website & people database



SOCIAL SIGN IN

Visitors can instantly sign in with Facebook or Twitter.



SOCIAL PROFILES

Facebook, Twitter and LinkedIn info added to supporter records.



FACEBOOK SYNC

Connect events on your nation with Facebook to sync RSVPs.

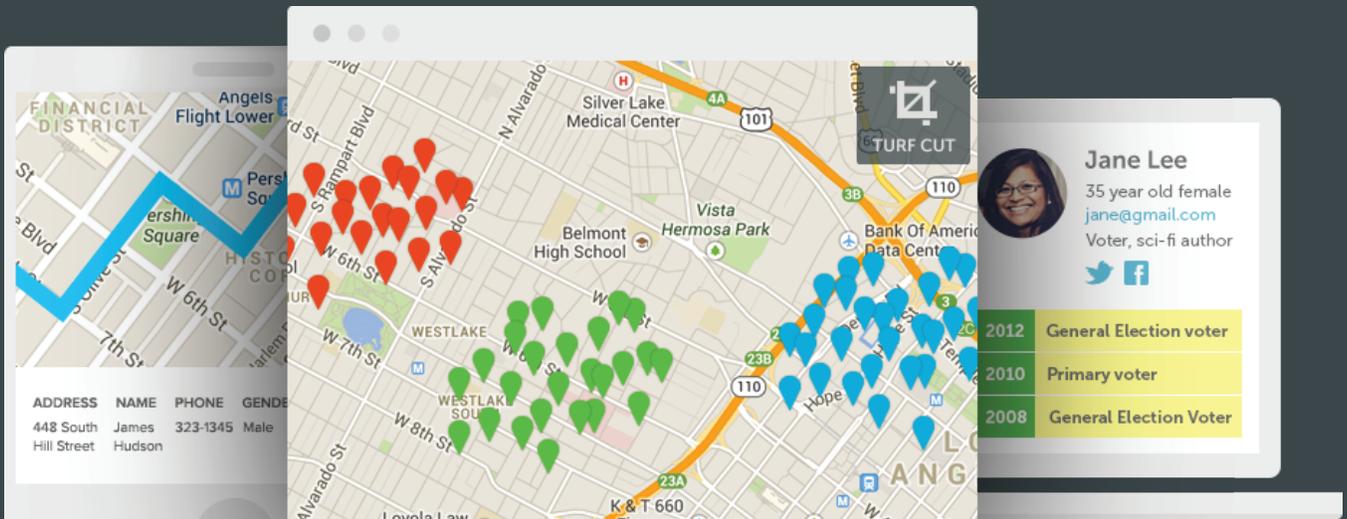


NATIONBUILDER MATCH

Match your email list to Facebook, Twitter, LinkedIn and Klout.

Free access to the nation's voter file

Match 190 million voters to your people database with NationBuilder's organizing software

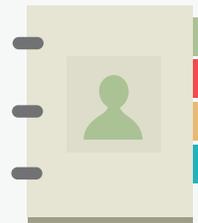


190
million
voter records

OVER 19M U.S. VOTERS



CONSTANTLY
UPDATED



PHONE NUMBER &
ADDRESSES



VOTE HISTORY



VOTER CALL
SHEET



ASSIGN ORGANIZERS
TO PRECINCTS



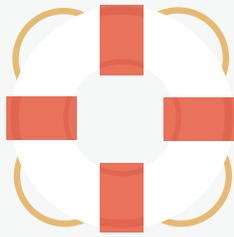
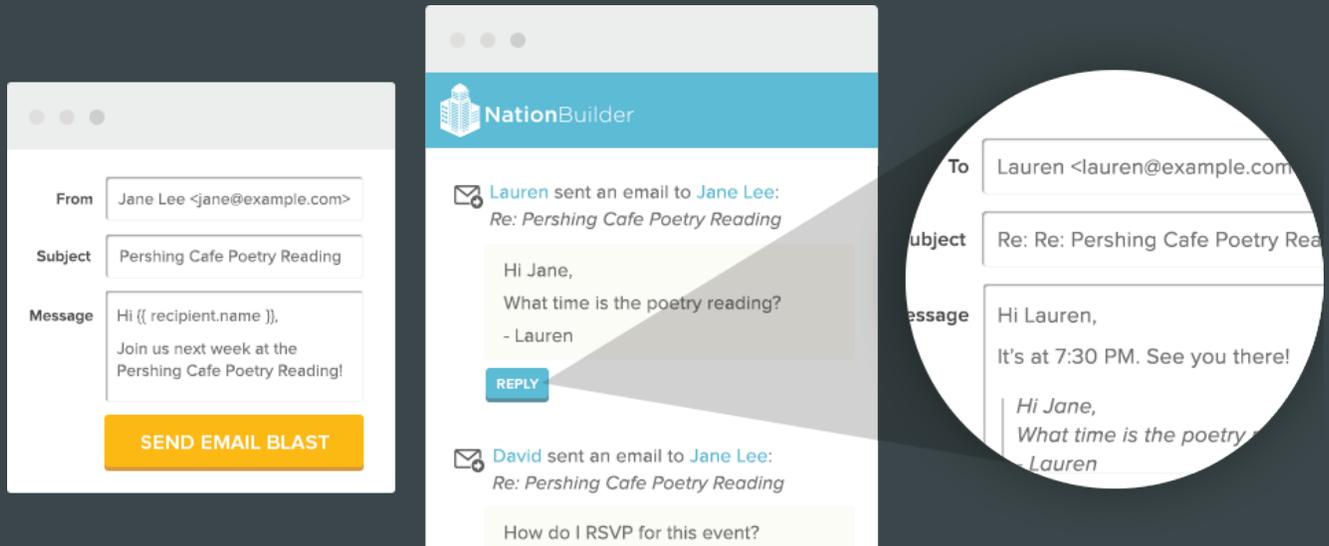
PRECINCT &
DISTRICT INFO



EMAIL ADDRESSES
(California only)

Take control of your organization's email

Manage email from a single dashboard with unlimited mailboxes



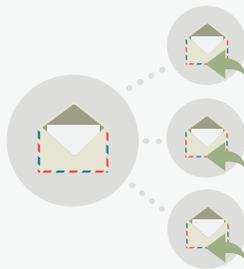
HELP DESK

Support staff can manage and track questions from customers.



DONOR SUPPORT

Questions or issues from donors won't fall through the cracks.



REPLY TO BLASTS

Manage huge volumes of incoming email after sending email blasts.

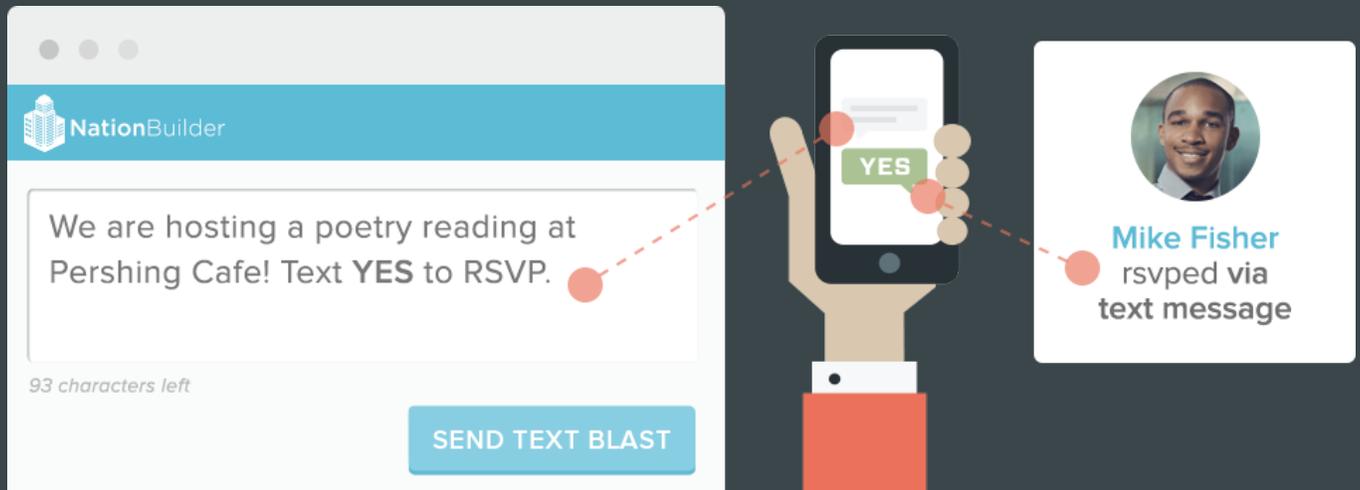


BUILD RELATIONSHIPS

Build relationships by easily keeping track communications.

Mobilize supporters to take action in the moment

Send text blasts & let people RSVP, sign a petition or volunteer via text



INCOMING TEXT LOGGED



RSVP FOR EVENTS



SIGN A PETITION



ENDORSE A CANDIDATE



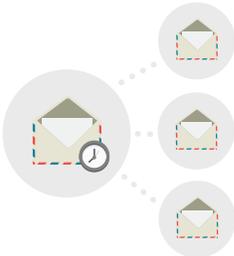
GATHER EMAIL AND ZIP



MUCH MORE

Communicate with people while you sleep

Schedule anything from email & text blasts to blog posts and social media updates



SCHEDULE EMAIL BLASTS



SCHEDULE BLOG POSTS



SCHEDULE FACEBOOK POSTS



SCHEDULE PAGE PUBLISHING

Raising money is hard. Keep it in your pocket.

Fully integrated online fundraising and invoicing with no transaction fees.



SECURE

Customizable secure donation pages.
No merchant account required.



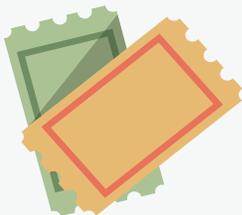
CROWDFUNDING

Set goals and ask supporters
to help raise money for projects.



PERSONAL FUNDRAISING

Every supporter gets their
own fundraising page with goals.



SELL TICKETS

Sell tickets to events at
different levels and price points.



IMPORT & EXPORT

Export all donations to Excel.
Import past donation history.



FULLY INTEGRATED

Fully integrated with your people database.
All donation activity is tracked.

Organize your business finances

Create customer invoices payable directly through your website

Pershing Book Club Invoice

First name	Last name
<input type="text" value="Mike"/>	<input type="text" value="Fisher"/>
Address	
<input type="text" value="1888 Rochester Ave."/>	<input type="text" value="Apt 321"/>
<input type="text" value="Los Angeles"/>	<input type="text" value="CA"/> <input type="text" value="90068"/>
Credit card number	Expiration
<input type="text" value="1234 5678 9000"/>	<input type="text" value="December"/> <input type="text" value="2018"/>

PAY INVOICE

3 Books		
QUANTITY	NAME	AMOUNT
1	Starting A Business	\$45
2	Learning French 101	\$30
1	Creative Writing	\$50
TOTAL		\$125



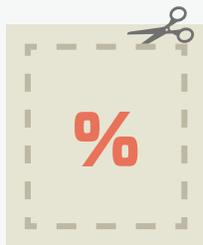
TRACK INVOICES

Easily keep track of who's paid and who is overdue.



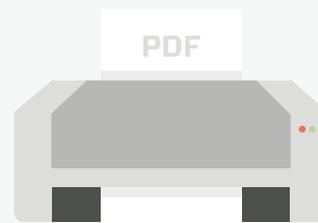
GIVE CREDIT

Give credit to point people for generating revenue.



APPLY DISCOUNTS

Easily apply a percentage discount to any invoice.



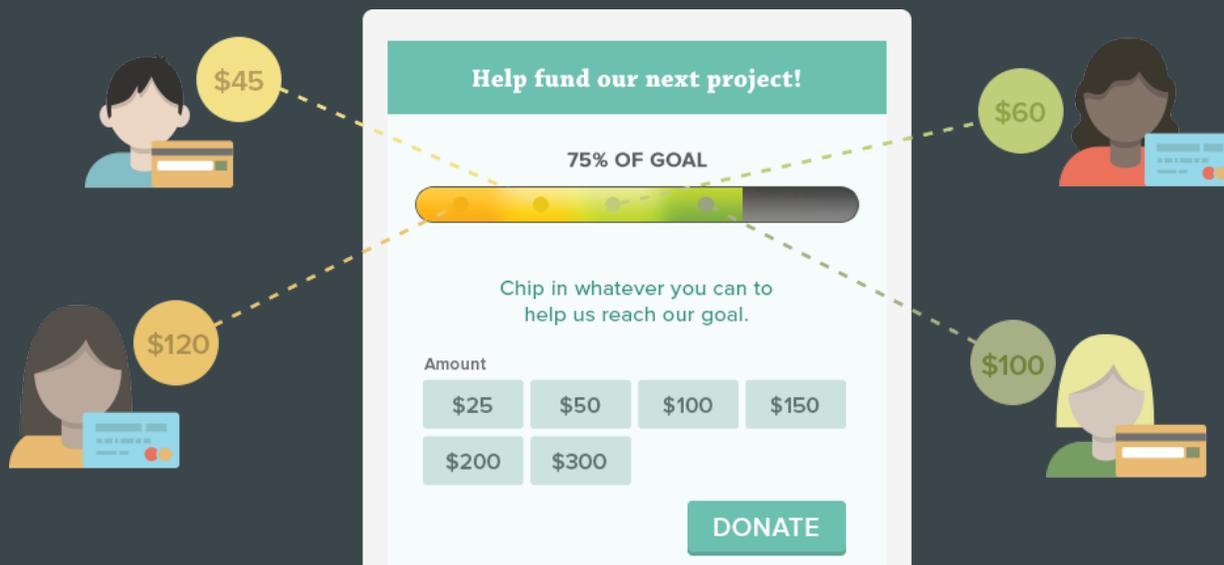
PRINTABLE PDFS

Quickly generate printable PDFs of any invoice on the fly.

CROWDFUNDING

Turn your dream project into a reality

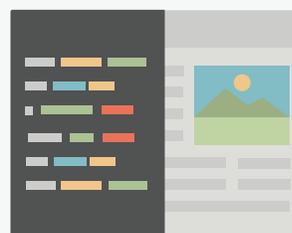
Set crowdfund goals & ask supporters to contribute



0%

NO FEES

Only pay transaction fees set by the payment processor you choose.



CUSTOM DESIGN

Complete design control with HTML, Liquid, Javascript, CSS and SCSS.



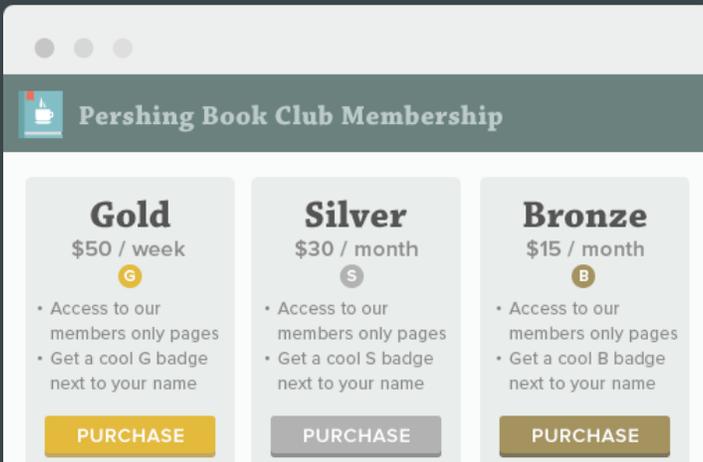
RECURRING DONATIONS

Setup recurring donations by creating paid memberships.

PAID MEMBERSHIPS

Create paid membership levels at different price points

Including recurring payments & customizable membership badges



SECURE

Pay for memberships through customizable secure donation pages.



IMPORT & EXPORT

Export all membership payments to Excel.



RECURRING DONATIONS

Setup recurring donations for any membership level.

PERSONAL FUNDRAISING

Empower people with personal fundraising pages

Supporters can set goals, recruit other donors & track their progress

The screenshot shows a personal fundraising page for Mike Fisher. On the left, there is a circular profile picture of Mike Fisher, his name "Mike Fisher", and a progress bar indicating "82% OF GOAL". Below the progress bar is a green button that says "DONATE ON BEHALF OF MIKE FISHER". To the right of the profile picture, the title "Donate on behalf of Mike Fisher" is displayed, followed by a bio: "My name is Mike Fisher. I am a writer, jazz musician, coffee lover, and foodie. I love animals and would love for you to help me save the dogs from puppy mills." Below the bio, there is a list of four donors, each with a small profile icon, their name, the amount donated, and the time since the donation: Lauren Cooper (\$150, 2 hours ago), David Anderson (\$20, 5 hours ago), Jane Lee (\$82, 1 day ago), and Andy McCallister (\$50, 2 days ago).

TICKETING

Get the most out of your events

Sell tickets at multiple prices & track RSVPs

The screenshot shows a ticketing page for a fundraising gala. The title is "Join our fundraising gala this weekend". Below the title, it says "Hosted by Jane Lee, director of Friends for a Cause". There are two main sections: one for event details and one for ticket selection. The event details section includes a coffee cup icon, the dates "Saturday & Sunday October 8 - 10, 2015", the time "8AM - 9PM", and a "Google map & directions" link. The ticket selection section is titled "Will you come?" and lists two ticket types: "General Admission - \$85" (includes one (1) two-day pass) with a quantity of 2, and "VIP - \$125" (includes one (1) two-day pass and access to VIP areas) with a quantity of 1. A green "PURCHASE TICKETS" button is located below the ticket selection. At the bottom, there are two small profile pictures with text indicating purchases: "Mike Fisher purchased 1 General Admission ticket" and "Lauren Cooper purchased 3 VIP tickets".