



New Edge Marketing

Supporters are demanding meaningful and authentic relationships with their favorite causes.

It is becoming increasingly difficult to reach those supporters.

Digital reach is declining.



Facebook reach declining

(Source: EdgeRank Checker)



Email open rates declining

(Source: Yesmail)



Twitter impressions declining

(Source: Marketing Land)



Banner ad effectiveness down

(Source: ComScore)

Organic reach is disappearing.



6%

Organic reach on Facebook has dropped to 6%

(Source: Ogilvy Social)

2%

Pages with more than 500k likes down to just 2%

(Source: Ogilvy Social)

Engagement is flatlining.



- 40%

Digital engagement decreased overall by 40% in 2014

(Source: Simply Measured)

Marketing spends are inflating.



+122%

Businesses are paying 122% more per ad unit on Facebook than they did just a year ago.

(Source: WebPro News)

You're not reaching your most active supporters.



Your Supporters

Advocates recommend because of positive experiences with a company they love and a desire to help others.

(Source: Branderati)

72%

72%, or \$258 Billion, of all charitable giving in 2014 came from individuals.

(Source: Giving USA)

92%

92% of consumers trust brand recommendations from people they know. Customers are demanding meaningful and authentic relationships with their favorite brands.

(Source: Lithium Technologies)

Leverage Your Platform

Advocates recommend because of positive experiences with a company they love and a desire to help others.

(Source: Branderati)

\$10M **13.5%**

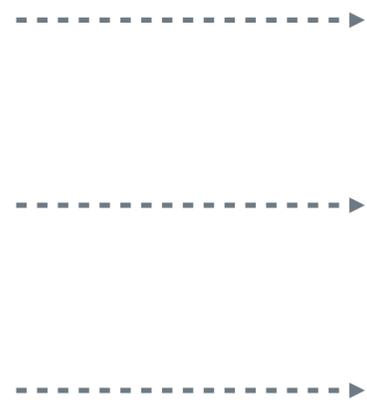
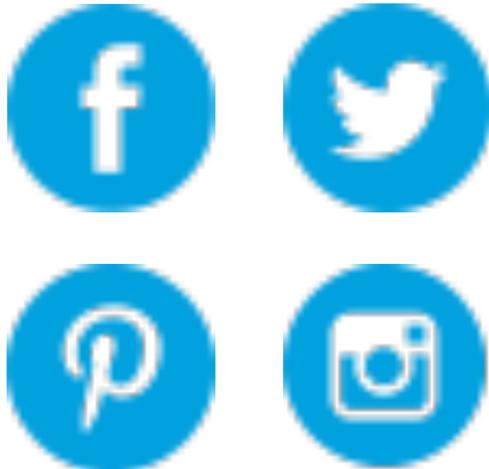
In 2013, 25 of the top 100 largest charities reported receiving more than \$10 million each from online gifts.

(Source: The Chronicle of Philanthropy)

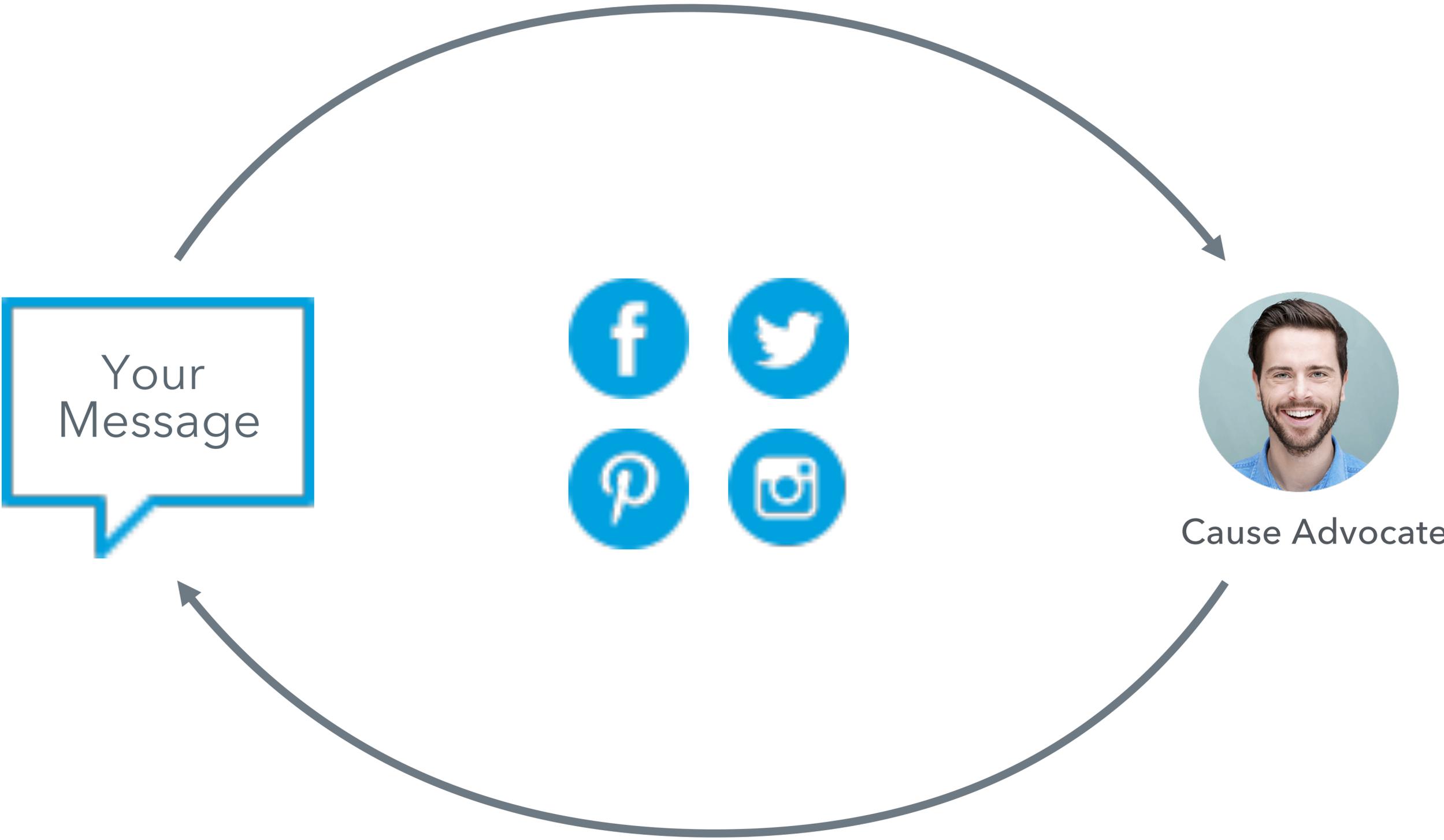
In 2013, Online giving grew by 13.5%, while overall charitable giving grew by 4.9%

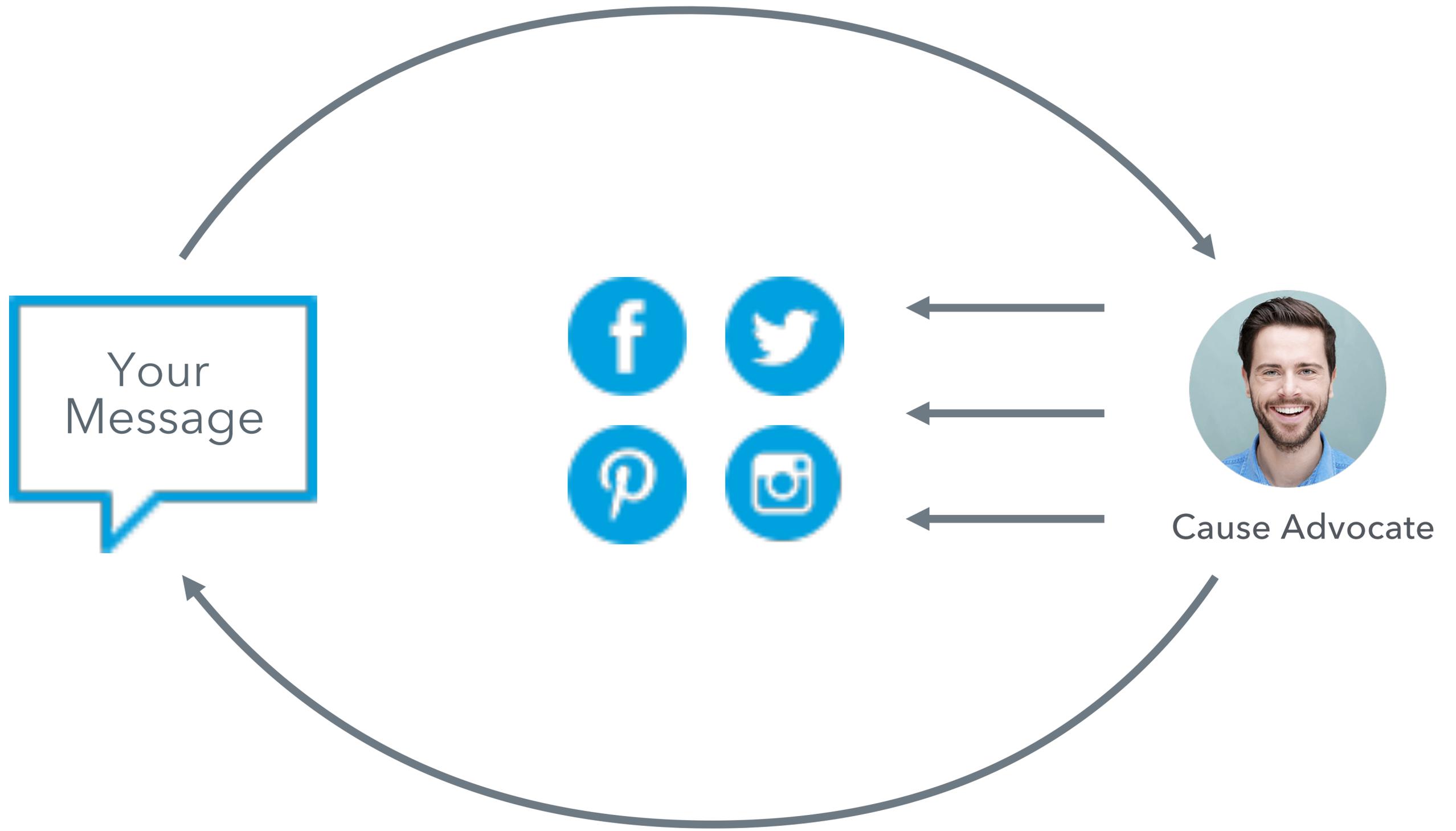
(Source: The Charitable Giving Report)

Your
Message



Cause Advocate





Own Your Efforts

Online giving continues to outpace overall giving. A 9% increase in 2015 compared to 2% overall.

(Source: Network for Good)

17%

Branded giving pages have increased their revenue by 17% from 2014 to 2015.

(Source: Network for Good)

60%

60% of online giving came through a branded landing page in 2015.

(Source: The Digital Giving Index)

Utilize Information

Brands make \$6.50 for every dollar invested in Word of Mouth marketing.

(Source: Tomoson)

2x

Word of Mouth generates 2x the sales of paid advertising.

(Source: McKinsey)

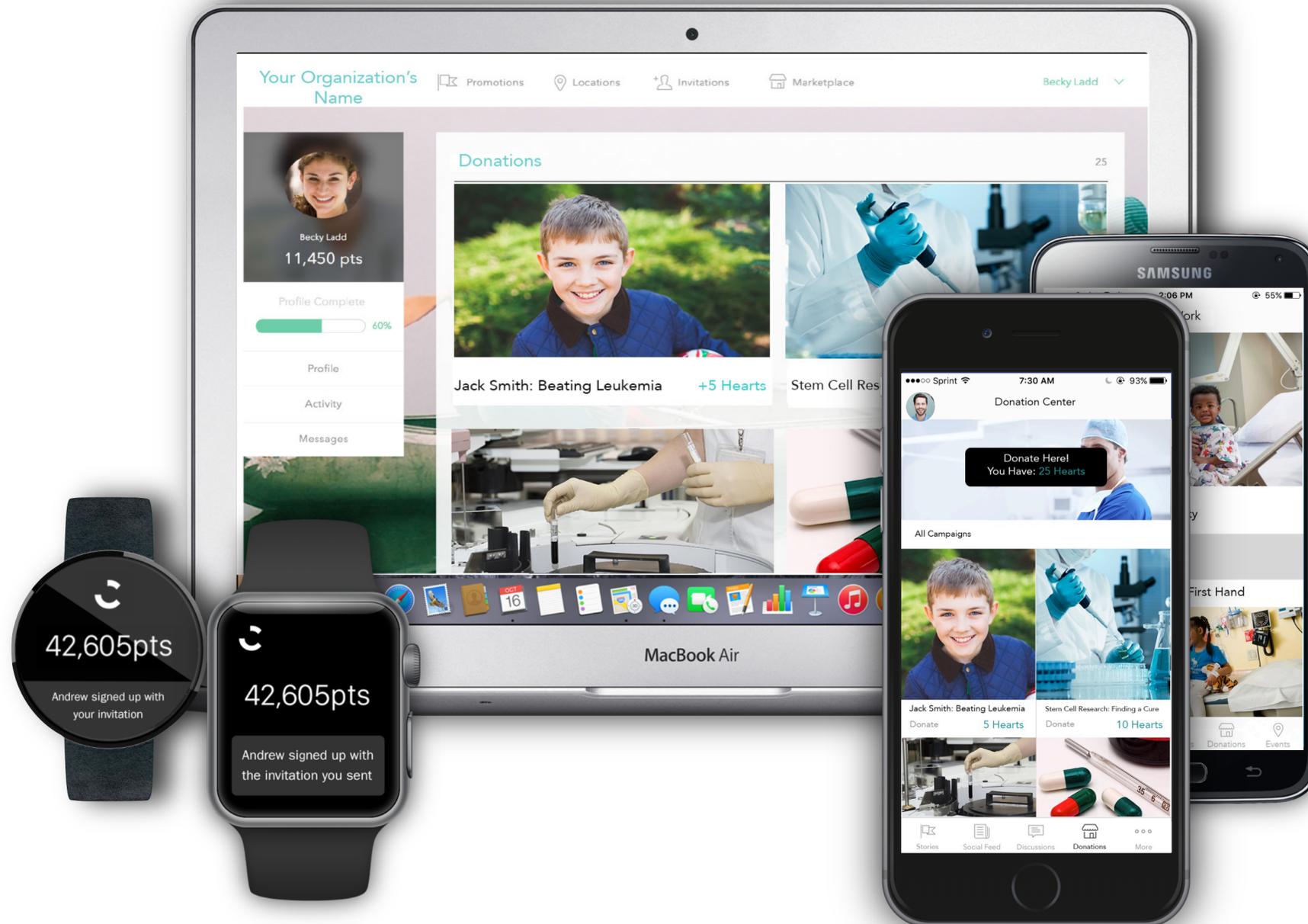
63%

63% is the percentage of donors that want to know how money is used.

(Source: Money for Good II Report)

We built a nonprofit advocacy platform.

- Identifies your supporters and gets them engaged
- Develops meaningful and authentic relationships
- Expands your audience and reach
- Develop insights that help shape your entire marketing strategy
- Ultimately increases support



Americans are on their phones.

Americans now spend more time on their smartphones than they do watching TV.

(Source: Flurry)

2/3

2/3 of all Americans currently own a smart phone.

(Source: Pew Research Center)

221

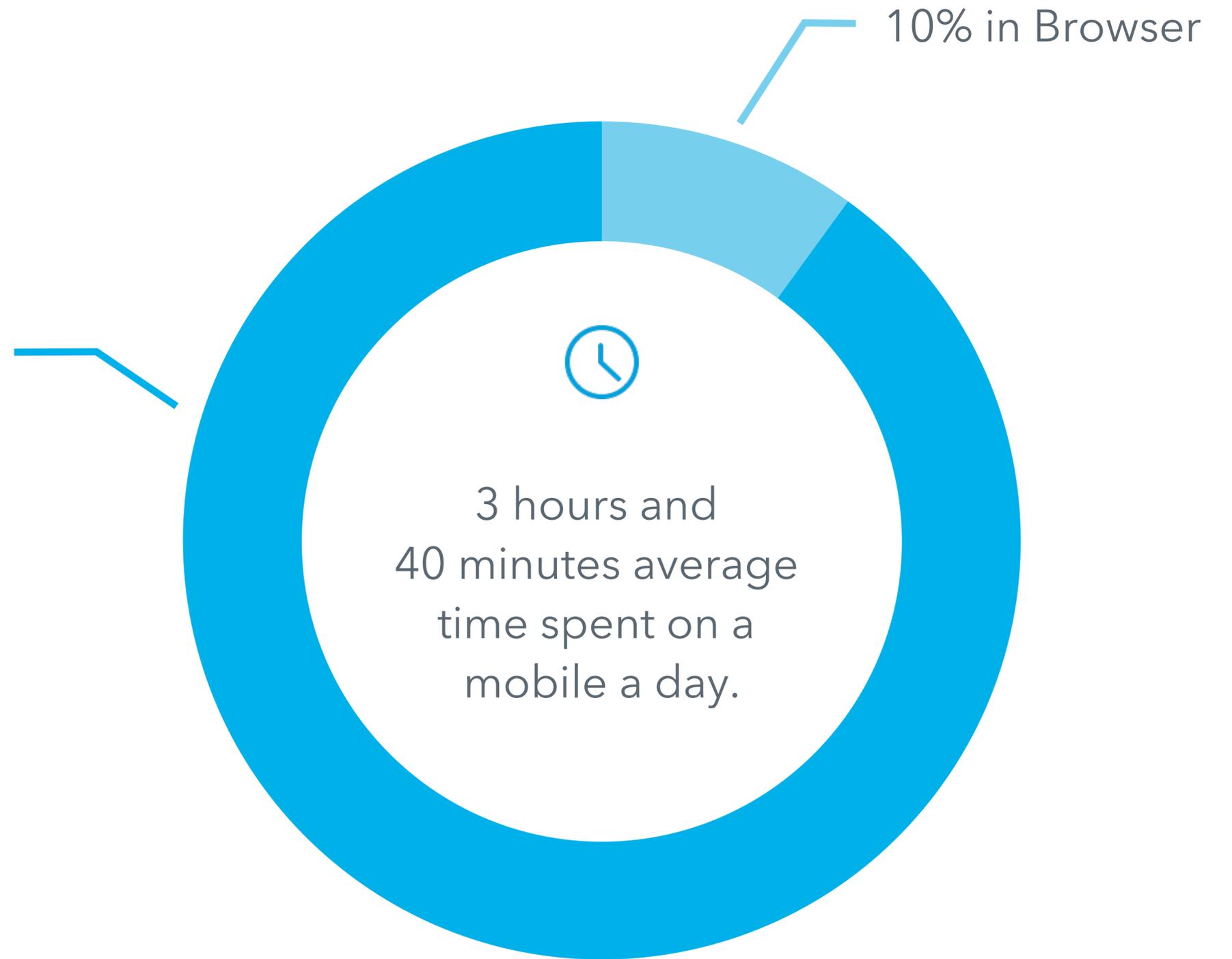
Smartphone users check their phones an average of 221 times per day.

(Source: Tecmark)

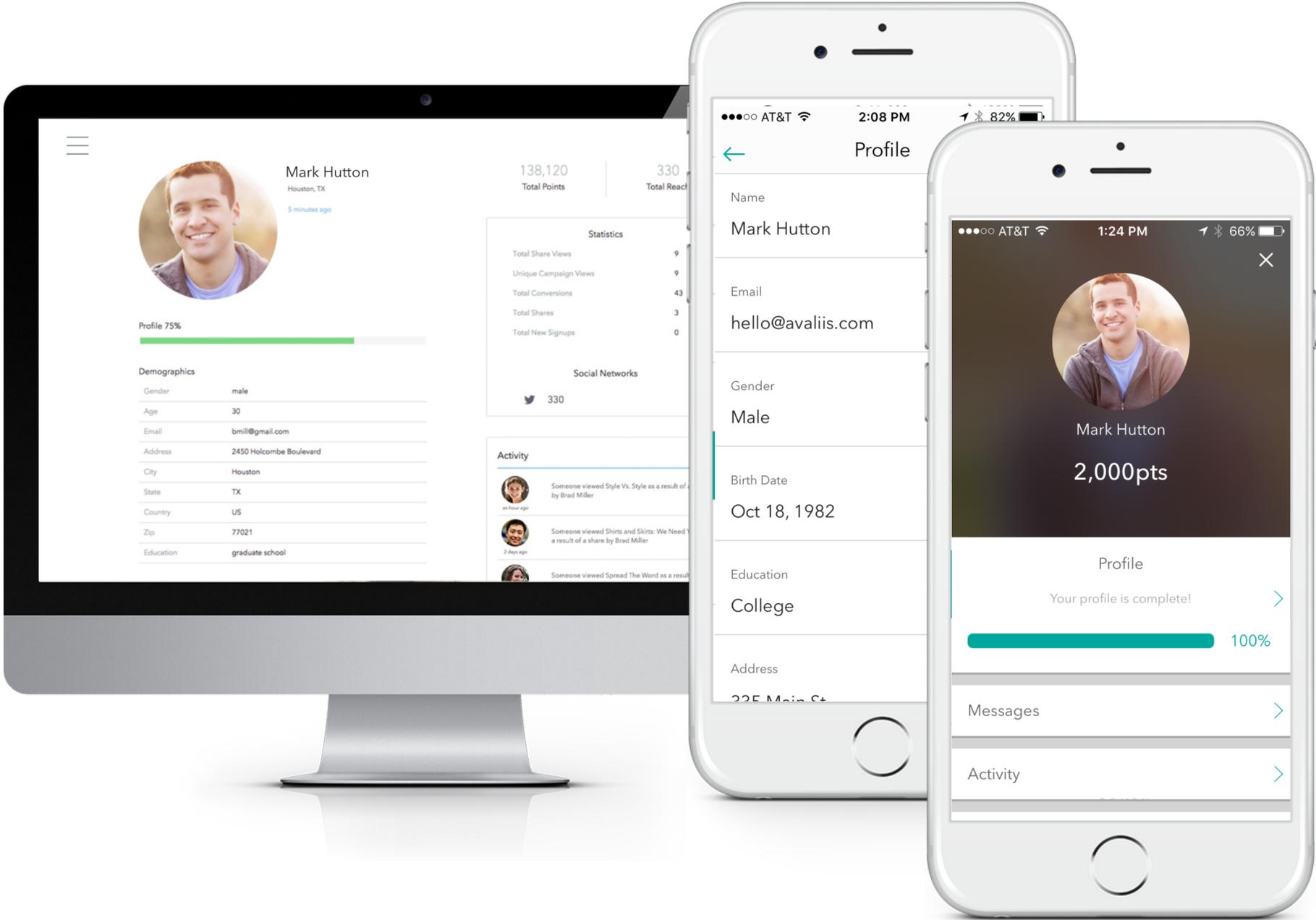
90%

90% of time on mobile
is spent in apps.

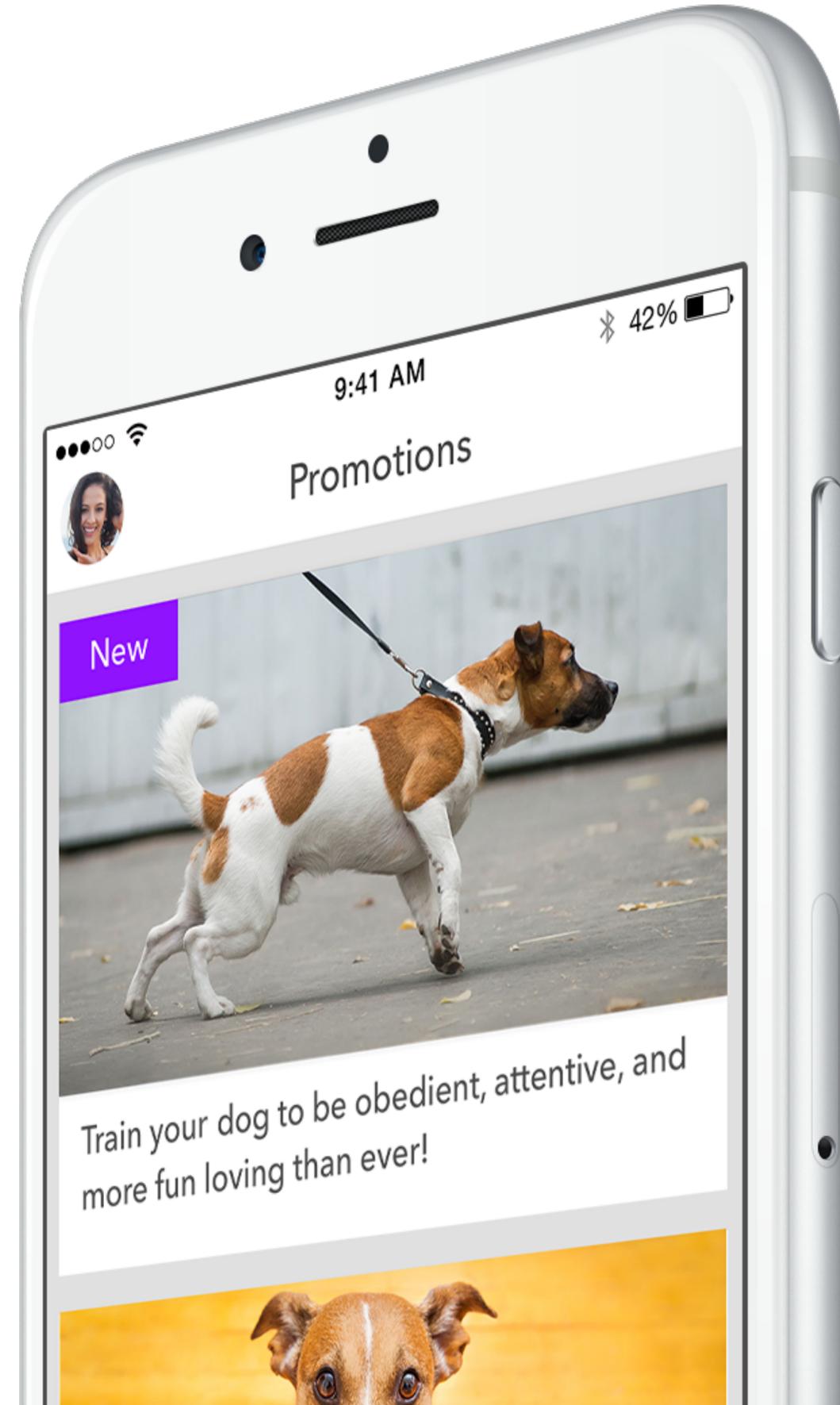
(Source: Flurry)



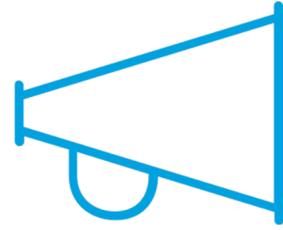
Understand your supporters.



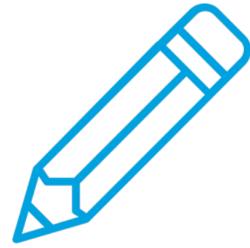
Truly targeted
campaigns deliver the
content your supporters
want to see.



Distribute engaging content.



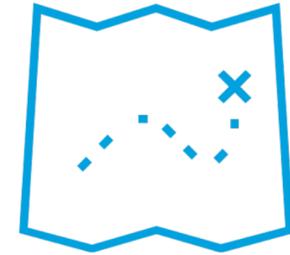
Promotion



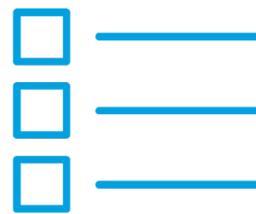
Signup



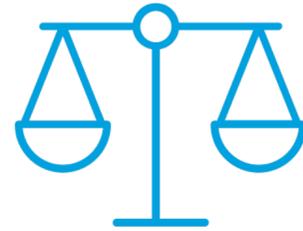
Media Gallery



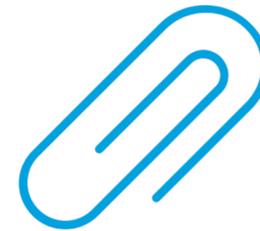
Drive Foot Traffic



Data Capture



Voting



User Generated Content

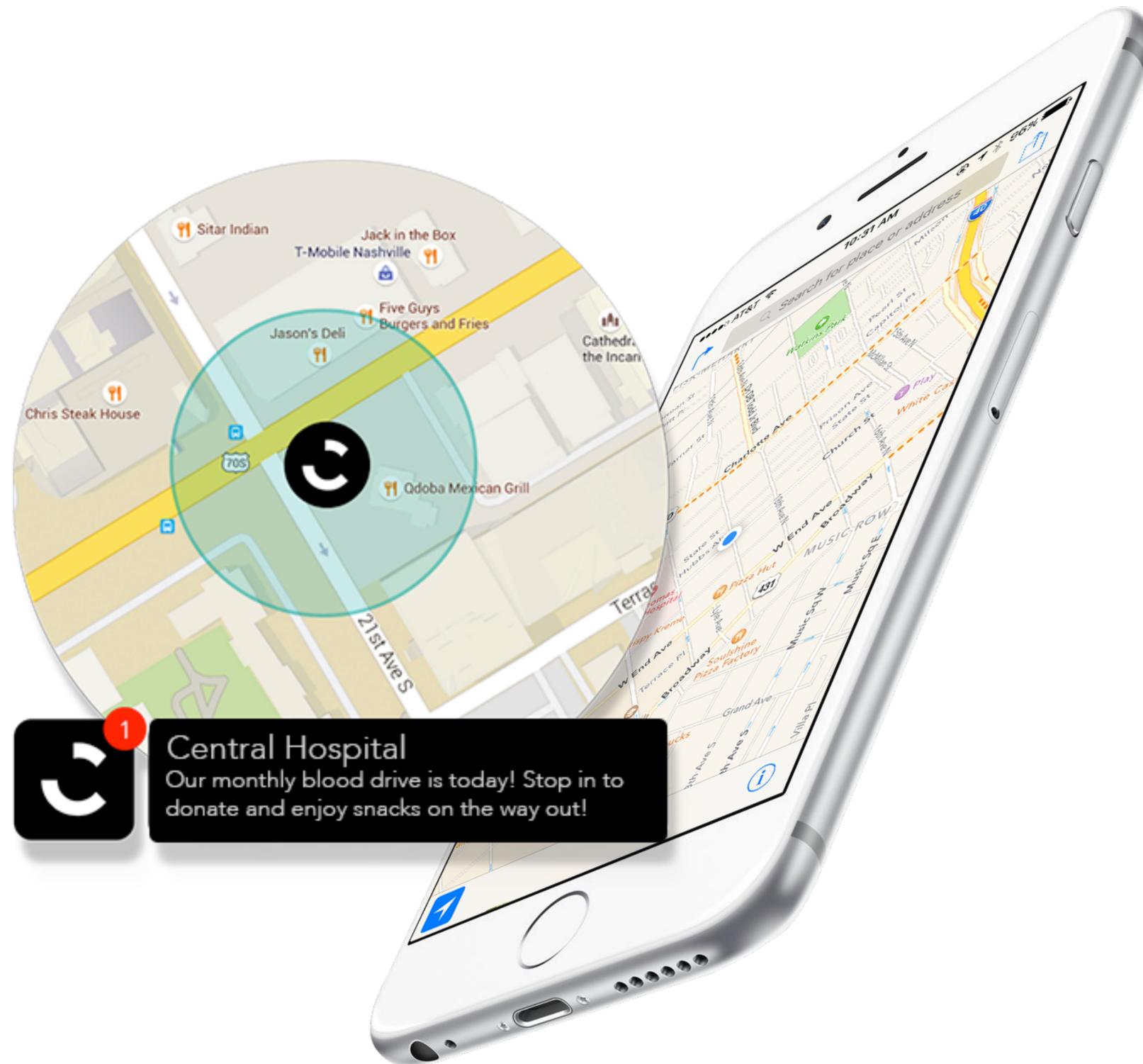


Quiz



Your supporters stay motivated to interact through emotional engagement.

Stay continuously engaged.



Develop insights that help shape your entire marketing strategy.



In-depth reporting on everything.

Campaign Metrics

Targeted Advocates	3,908
Total Views	2,056
Unique Views	1,965
Total Shares	296
Total Shares Rewarded	270
Share Rate	13%
New Signups	28
Points Awarded	110,000
Total Action Clicks	1,030



Ellie G. & Ashley H.

Views 39



Sammy J.

Views 32



Kelly W.

29



Kelly Y.

Views

Data that you own.

Demographics

Gender	Male
Age	35
Email	adam87@gmail.com
Address	1209 Bell Dr .
City	Fullerton, CA
Zip	92835
Education	Some College

Profile 88%

Demographics

Gender	Male
Age	35
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Zip	92835
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Profile Answers

Statistics

Total Share Views	115
Unique Campaign Views	133
Total Conversions	31
Total Shares	27
Total New Signups	11

Social Networks

 335	 1222
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Nonprofit Platform



Targeted
Campaigns



Managed &
Strategic Services



Native
Applications



Donor
Profiles & Reporting

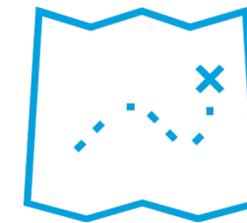
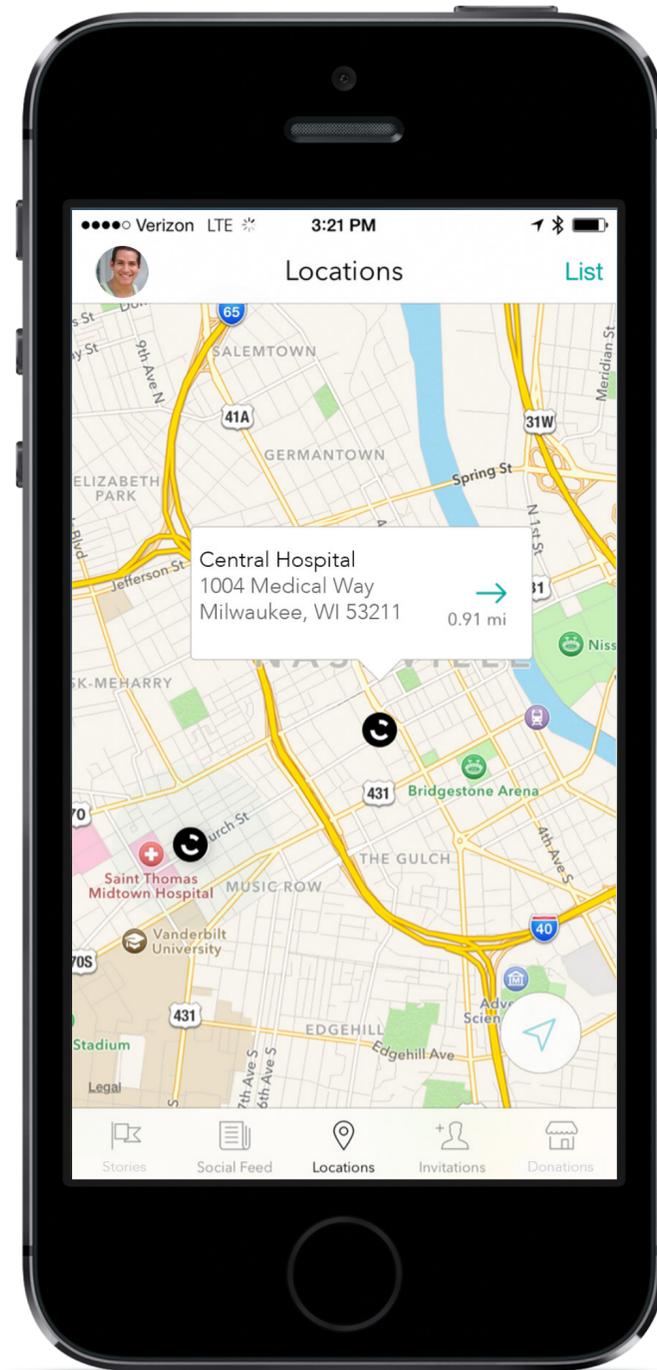


Donor
Engagement



Location-Based
Communication

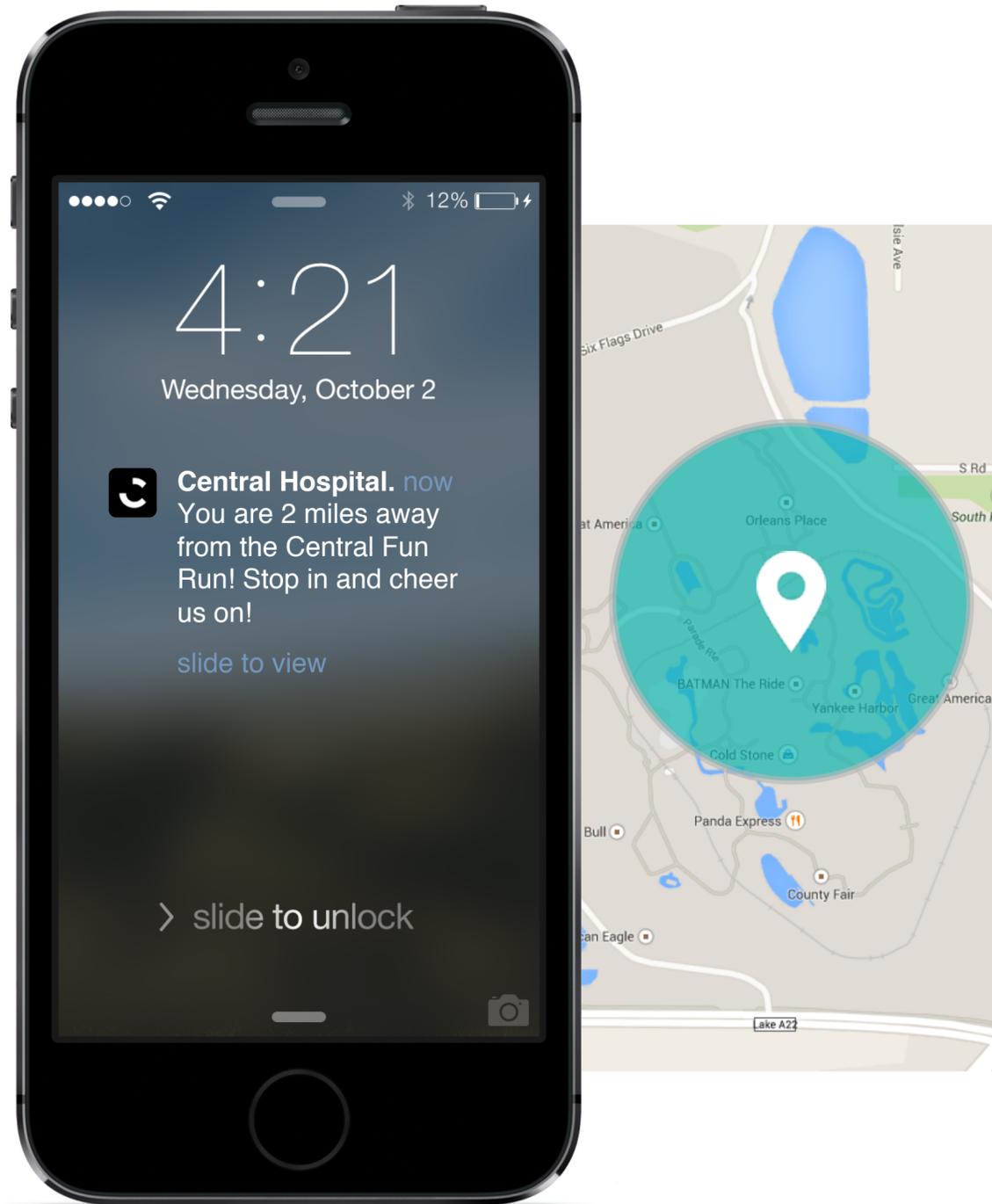
Objective: Event Traffic



Foot Traffic Campaign

Drive foot traffic to event locations with real time updates and event info.

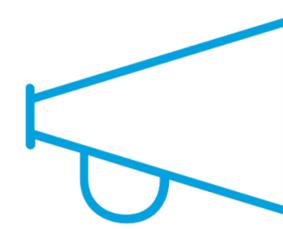
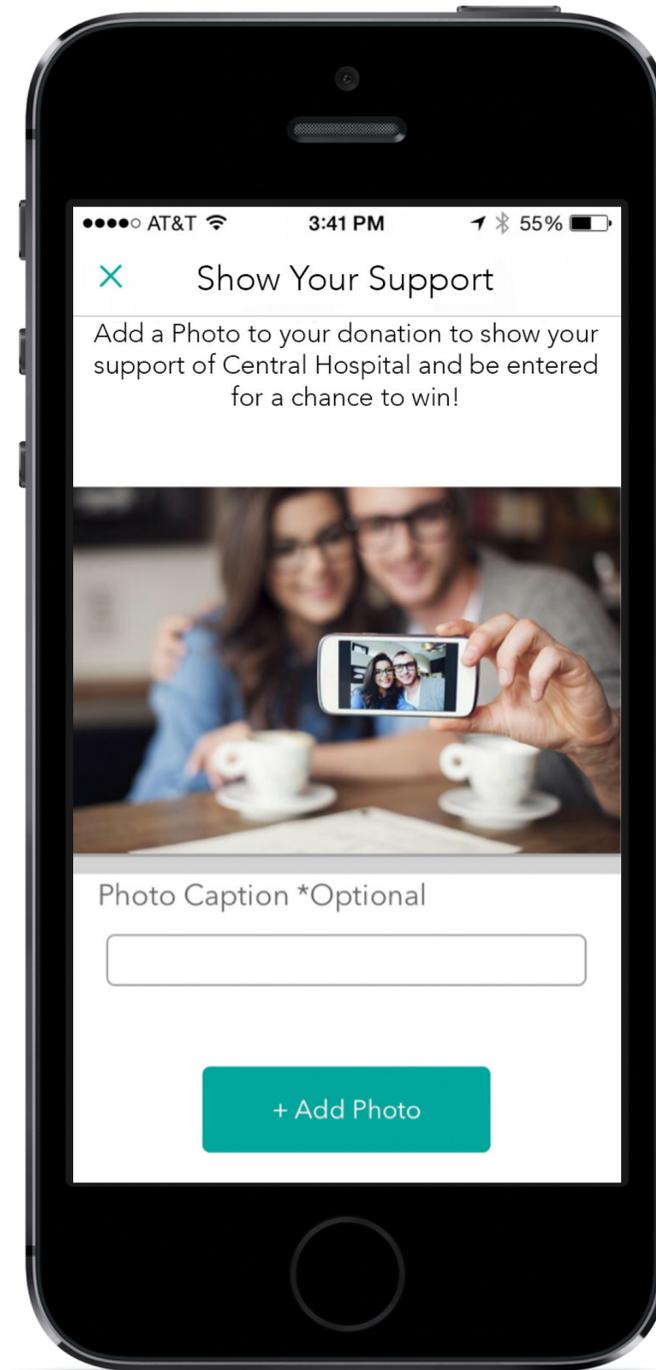
Objective: Event Promotion



Location-Based Messaging

Notify supporters of nearby event locations based on their current location.

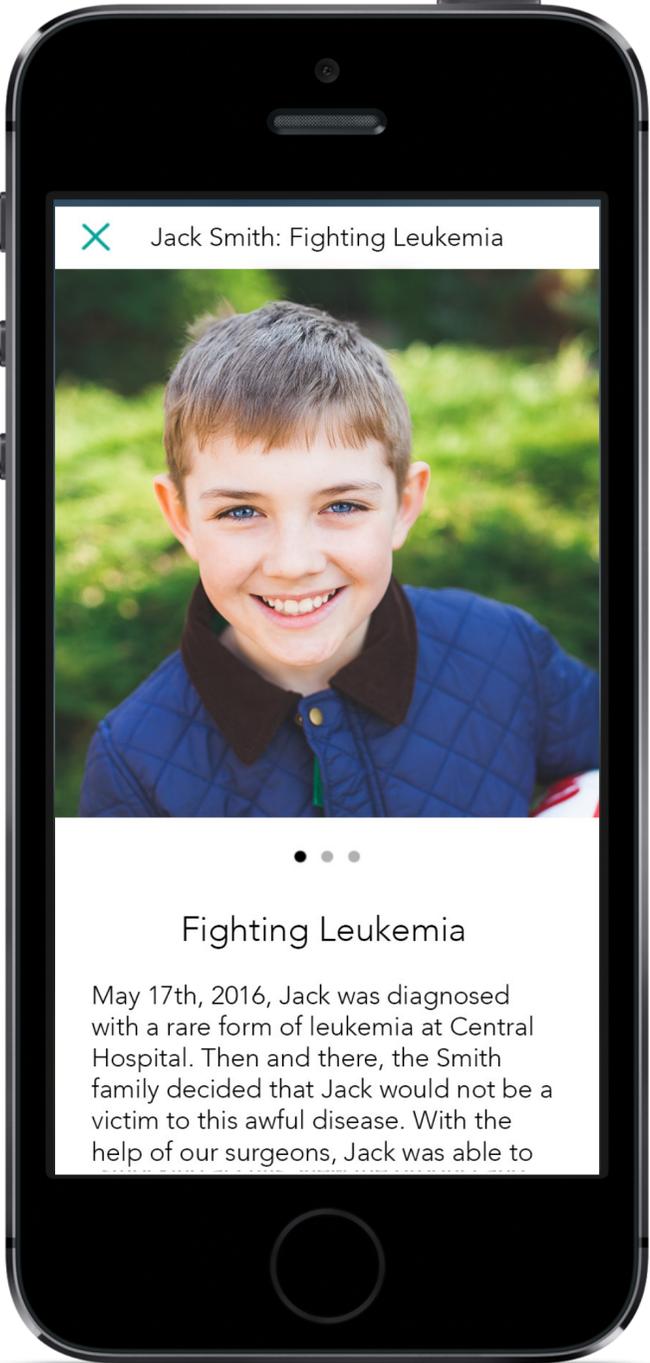
Objective: Supporter Interaction



User-Generated Content

Encourage your supporters to get involved by uploading their own pictures or video.

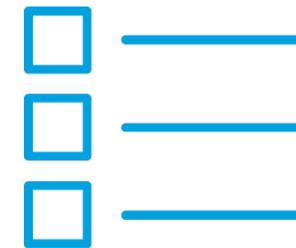
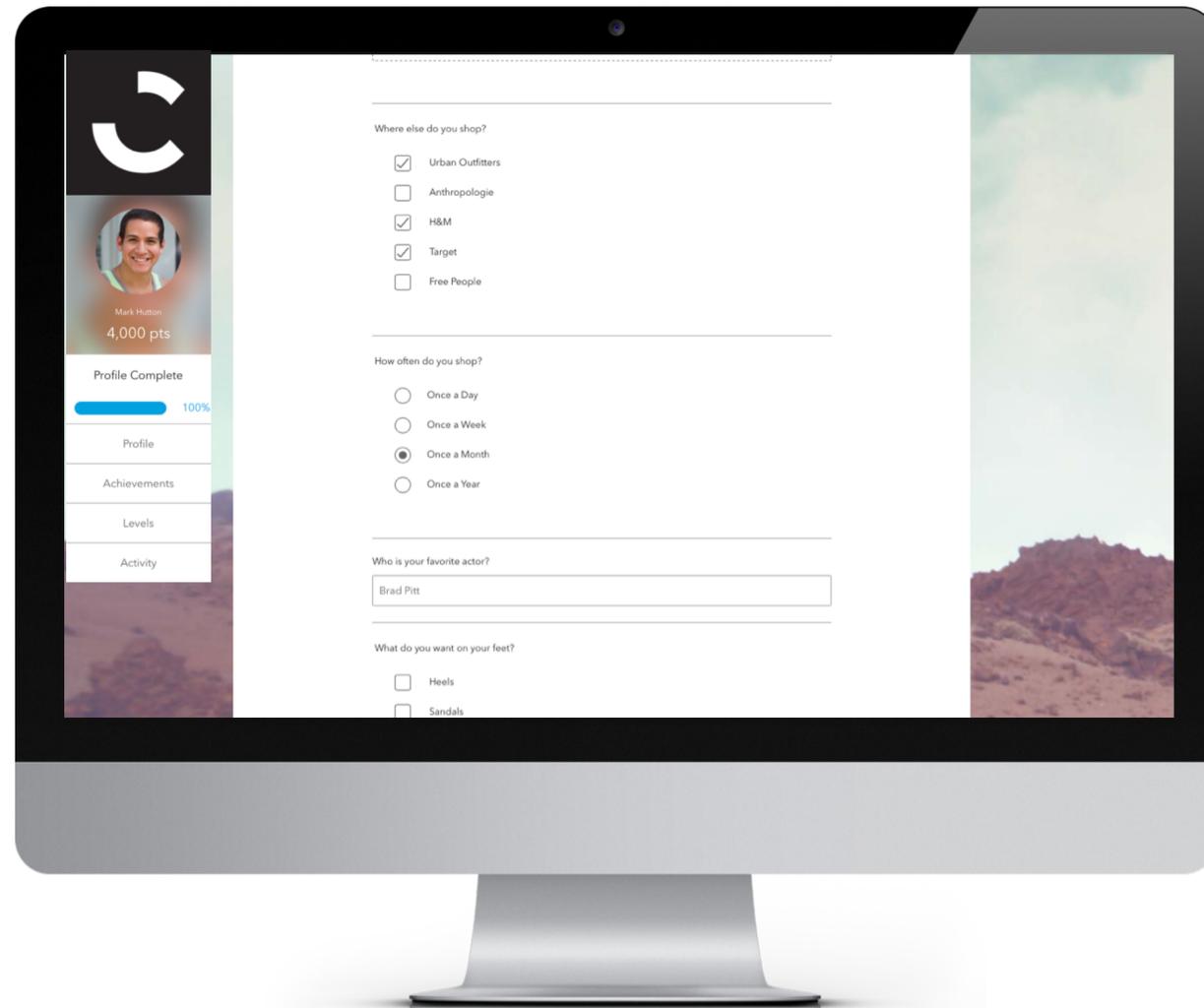
Objective: Story Interaction



Media Gallery Campaign

Show supporters multiple stories that howcase your efforts in a gallery.

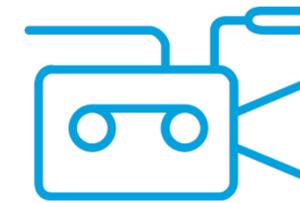
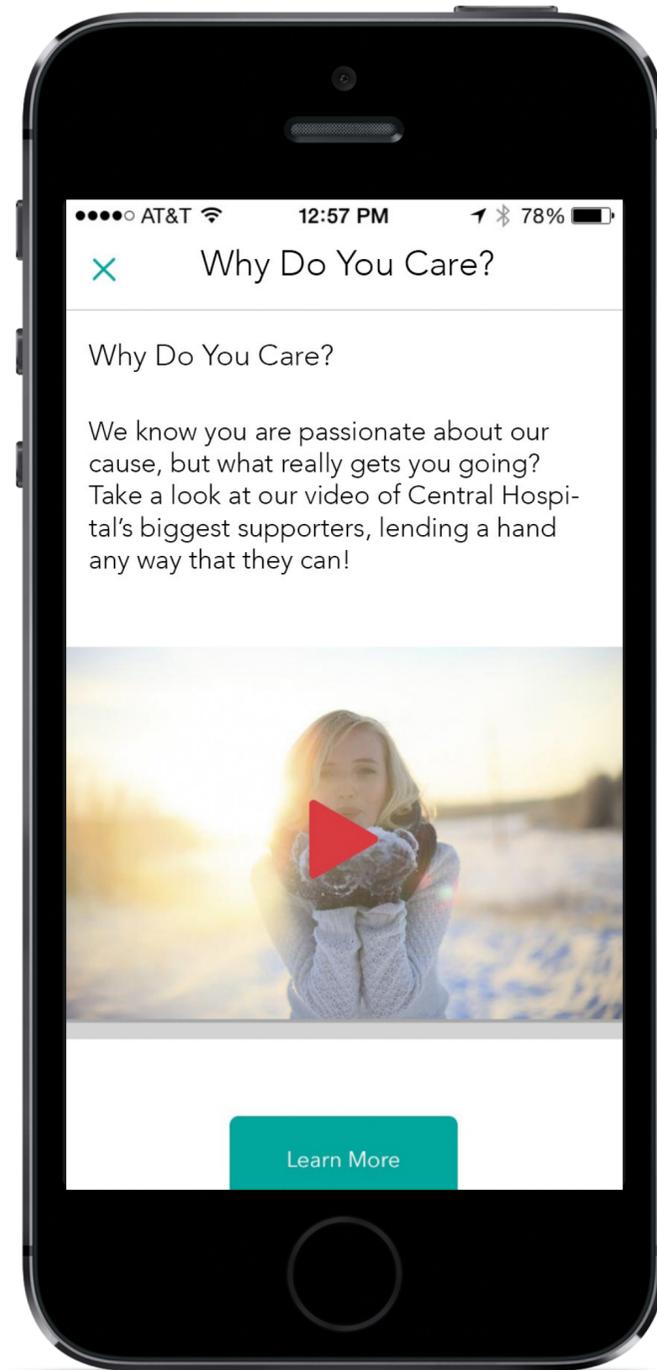
Objective: Direct Feedback



Custom Profile Questions

Collect information from your advocates and learn more about what they want.

Objective: Donor Engagement



Video/Media Promotion

Promote your cause with videos and media to advocates and engage them when viewing.

Objective: Donor Engagement



Donor Incentives

Collect information from your supporters and learn more about why they care.