

We build software that builds movements.

Dynamic
CRM



Ruth Jordan PROSPECT

Contact: ruth@rjordan.co ✓ • Facebook message

Point person: Elizabeth Russell

Recruiter: David Hall

volunteer

office volunteer

homepage signup

Fundraising
Suite



Ruth Jordan donated \$25.00
to South Chapter

5 days ago



Ruth Jordan donated \$50.00

Communications
Suite

We're hosting an
EcoScout volunteer
garden cleanup next
Thursday. Reply
GARDEN if you
attend!

GARDEN

We received your RSVP!
Thank you and we look

CMS



EcoScout

About Volunteer Events

Donate now

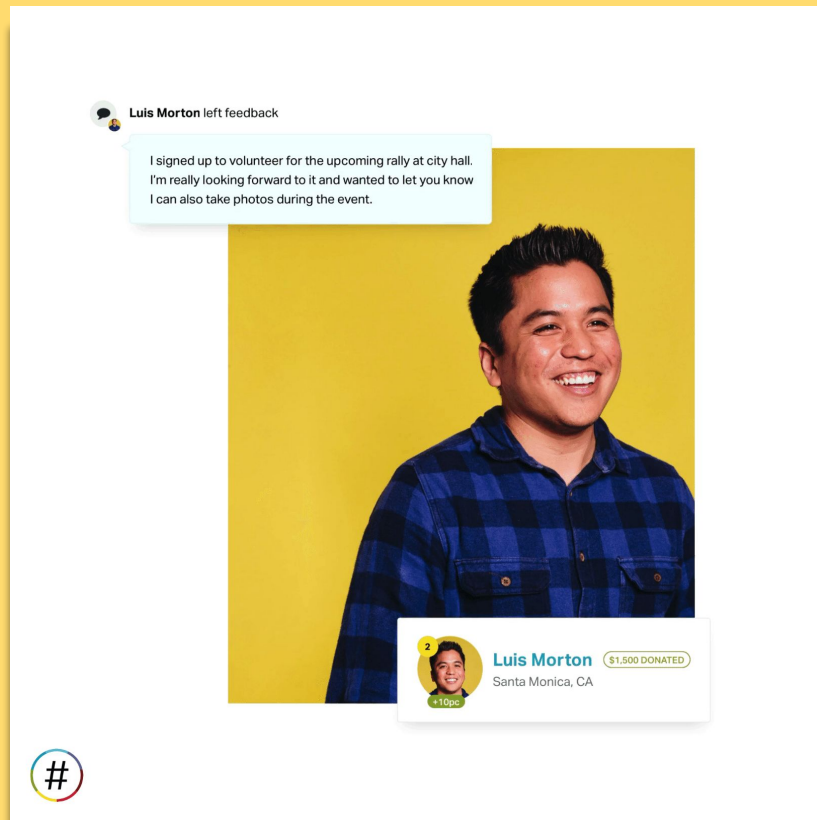
Product Principles.

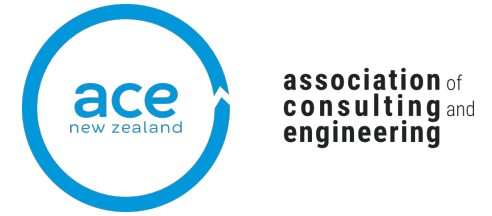
Own your data.

Put people at the center.

Move people to action.

Distribute leadership.







**Influence doesn't come from
authority anymore.**

It comes from trust.



IT COMES FROM TRUST

Save your relationships





SAVE YOUR RELATIONSHIPS

Own Your Own Data

 **Luis Morton** left feedback

I signed up to volunteer for the upcoming rally at city hall. I'm really looking forward to it and wanted to let you know I can also take photos during the event.

VOLUNTEER

 **2018 voter**

 @luismorton

2 Most recruits

STRONG
supporter

HOUSEHOLD

local advocate x

top fundraiser x



Luis Morton
Santa Monica, CA

\$1,500 DONATED

+10pc



Frances Carr

20 mins

I just volunteered to lead a nature hike. Join me!



Support the Forest. Find a Hike Near You.

SAVETHEFOREST.COM



Frances Carr
Nashville, TN

RECRUITED



Roger Matthews
Nashville, TN

I want to volunteer!



SAVE YOUR RELATIONSHIPS

Own Your Own Data

Personal

Name

Address

Phone number

Age

Dietary preference

Contextual

tags

emails

phone call logs

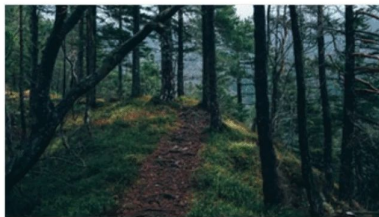
event attendance



Frances Carr

20 mins

I just volunteered to lead a nature hike. Join me!



Support the Forest. Find a Hike Near You.

SAVETHEFOREST.COM



Frances Carr

Nashville, TN



Roger Matthews

Nashville, TN



SAVE YOUR RELATIONSHIPS

Own Your Own Data



+9sc

Frodo Baggins

SUPPORTER

Background: Lives in the shire. updated less than a minute ago [Edit](#)

Contact: [45212364 \(m\)](#) ✓ • frodo@exampleemail.com ✓

NationBuilder ID: 2000

Point person: [Event Coordinator](#)



Add tag

event-attendee-fundraiser2018 ×

event-rsvp-danceparty2016 ×

event-rsvp-webinar2020 ×

member-2020 ×



**Reflect on how you're
currently saving and storing
data.**



How can you improve this?

What do you need to do first?

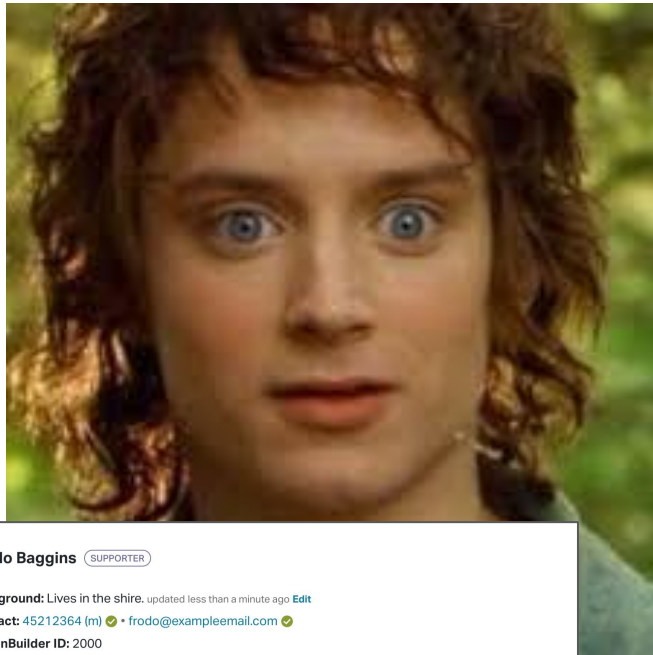



SAVE YOUR RELATIONSHIPS

Ask for information

Opportunity



- sign a petition
- become a member
- attend an event
- receive swag
- tell their story
- volunteer
- join a local group
- donate
- receive monthly newsletter





Frodo Baggins SUPPORTER

Background: Lives in the shire, updated less than a minute ago [Edit](#)

Contact: 45212364 (m)  • frodo@exampleemail.com 

NationBuilder ID: 2000

Point person: [Event Coordinator](#)

Add tag

event-attendee-fundraiser2018 x

event-rsvp-danceparty2016 x

event-rsvp-webinar2020 x

member-2020 x



doctorswithoutborders • [Follow](#)

number of cases reported in the country.

Click the link in bio and this photo again to learn more about what's happening in Italy and elsewhere to fight coronavirus.

Photo: © Davide Arcuri
#coronavirus #covid19 #outbreak
#pandemic #doctorswithoutborders
#standwithhealthcareworkers
#solidarityv #health



Liked by [msfbelgique](#) and 4,647 others

MARCH 22

Add a comment...

Post



**Reflect on how you're
currently using social media to
reach your supporters...**



**How can you improve what
you're doing?**

Is there anything missing?



Demo

Summary

- Influence comes from relationships
- In order to deepen our relationships with our supporters we need to save their information in one place
- Adding tags to a person can help us understand how we know them, what they care about...
- Relying on social media to save our relationships isn't enough we need to get our followers to become supporters by signing up
- It's our responsibility to build deeper relationships with our community than what we can do with social media
- Having a landing page for people to sign up is key, it allows us to get organised and deepen our relationships



Questions?

For more info or to contact our team, meet us [here](#).