



FEATURE HIGHLIGHTS:

Turn Your Contact Database into a Grassroots Network

Mobilize supporters with information that matters to them.

- Target legislators based on their state, district, committee and other key information
- Merge legislator contact information into your outbound e-mails to activists
- Communicate to subsets of supporters using e-mail querying capabilities
- Let activists personalize basic messages
- Allow supporters to choose from e-mail, fax, fax fail-over and letter options to send messages and track legislation
- Virally involve friends and family with the Spread the Word feature

Further Engage Your Members in Your Mission

Cultivate supporters, donors, activists, and volunteers.

- Personalized action centers deliver a higher quality experience
- Multiple language capabilities for action centers help you reach a wider audience
- 360° view of your interactions with your supporters
- E2action alerts let activists take action with a single click
- Use our split testing feature to test your messages and refine your communications strategy

Your Supporters Are Your Advocates

Expand your influence and change public policy.

- Select the method of delivery per target: e-mail, fax or printed letter
- Rotate subject lines and letters for increased impact.
- Send the right message to the right officials with zip code to district code targeting

Streamlined Campaign Administration

Administrators can easily build and manage campaigns online.

- Save time by duplicating action items
- Display number of petition signers to encourage further action
- Import custom advocacy target data
- Customize the advocacy user experience, including action confirmation emails
- Enable automatic address correction and ZIP+4 appending for campaign participants

Lobby congress and engage your supporters with this standard solution from Kintera. Add Kintera's **Advocacy Solution** to your Web site to further connect with your current supporters while reaching out to new site visitors.

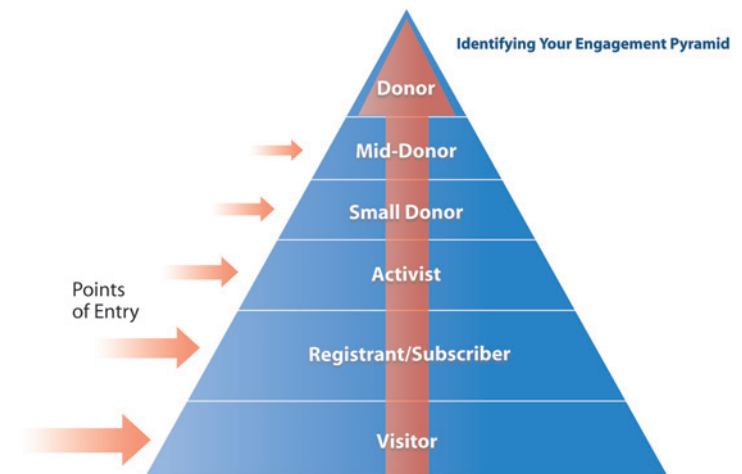
Why Advocacy?

- Advocacy programs increase your opportunities to connect with your audience and obtain their support for your cause.
- By getting your supporters involved in grassroots activism you are also expanding your potential donor base, as online activists are more likely to become online donors.
- Online grassroots activism is an important component of any lobbying effort.

The Advocacy Solution offers total support for advocacy campaign Web sites and customizable action centers, plus full integration of the front and back ends – all the tools you and your supporters need to advocate for your cause.

Kintera provides innovative software solutions to help organizations deliver The Giving Experience™ to donors online - including giving convenience, financial transparency, feedback about the social impact of their gifts, and a sense of belonging and appreciation.

www.kintera.com



Give your supporters another point of entry into the engagement pyramid with Kintera's Advocacy Solution. For Kintera clients, the majority of e-mail list subscribers and online donors are also online activists.



Kintera Sphere's software as a service technology platform enables organizations to quickly and easily reach more people, raise more money and run more efficiently - select the Sphere products you need.

Web Site Publishing

- Seamless Web site integration
- Action item publishing and management
- Custom pages for different campaigns
- Unique Web site URL
- Customizable action center elements with CSS stylesheets
- Address correction and ZIP+4 appending

Campaign Administration

- Multiple action centers
- Action item management
- Targets by committee, bill sponsorship or voting record
- Online petitions
- Personalized e-mail confirmations
- Registration and action forms with unlimited fields
- Marketing source and event code tracking
- Rotating content and subject lines in action items
- Duplication of action items
- Personalization of activists' messages
- Action item access based on state or district
- Optional real-time tally of actions to display on your Web site
- Contact search and profiling capabilities
- Multiple language capabilities for action centers, action items and supporter e-mails

Options for Activists

- Personalized letter to legislators
- Bill tracking tool to allow activists to track legislative progress
- Searchable media guide
- Spread the Word feature
- AutoFill Web site forms for existing activists
- Login and Remember Me functionality
- Update My Profile option
- Single click e2action personalized e-mail call to action

Kintera E-mail

- WYSIWIG Word®-like editor
- HTML and text formats
- Test e-mails
- Conditional content merge
- Previous behavior-based lists
- Demographic-based lists
- Save lists for future mailing
- List segmentation
- Recurrent and sequential e-mail
- Auto-delivery options

Advanced Features

- Use "Friend or Foe" to send customized letters to legislators based on their issue stance.
- Offer carbon copy e-mail targeting in addition to primary targeting.
- Use redeemable tokens for taking action and telling friends to reward supporters
- Target media outlets with the Letter to the Editor feature.*
- Restrict the range of targets for campaigns.*
- Scorecards for elected officials.*

Reporting

- Activists by initiative
- Activist actions
- Actions received by target/legislator
- Action message delivery method
- Messages per action item
- All Action Center contacts
- Action event referral and source codes
- Custom queries and reports

Federal, State and Local Legislative and Executive Data

- Data available for each US State Legislature includes but is not limited to:
 - Capitol office contact information: address, phone, fax, e-mail and Web site URL
 - District offices contact information: address, phone and fax
 - Member committee and subcommittee assignments
 - Member biographical information

Add-On Products & Services*

- Content Management System
- House Parties or Meeting Events
- Fundraising
- PIN® Wealth Profiling & Grasstops Management
- Letter to the Editor
- Local and Municipal Elected Official Data
- State Legislative and Executive Data

*Add-On Products and Services are priced separately.

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