

Additional Products

Engage your supporters in your mission and take your advocacy program to a new level with Kintera's online Advocacy tools. Utilizing online tools and traditional advocacy strategies, you can effectively expand your base and amplify your advocacy efforts. Kintera's Advocacy module offers full support for managing e-mail campaigns, advocacy campaign Web sites, and customizable action centers – all the tools you and your supporters need to advocate for your cause.

Using Kintera's additional advocacy products, you can also implement political and voter engagement initiatives that have proven to be an important channel for connecting with potential supporters and donors. Letter to the Editor, House Party and Meeting Events Tool, Legislative Scorecards, Online Voter Registration, and state and local data will increase the impact of your advocacy and election-year activities, build your communications network and engage your activists.

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

FEATURE HIGHLIGHTS:

Letter to the Editor

Reach Local and National Media – Activists can voice their opinion to local and national media, including newspapers, radio, and television.

Suggest Talking Points – Pre-populate letters with suggested text and allow activists to edit it as desired.

Vary Your Message – Each action item can have multiple letters with differing content.

Maximize Impact – Limit the number of letters sent to each media target, so your message can be heard effectively.

Legislative Scorecard Tool

Rate Elected Officials – Assign elected officials a score based on their voting history and how it aligns with your organization's mission.

Educate Supporters – Display selected pieces of federal legislation, how legislators voted, and whether or not the legislation passed.

Check Legislator's Records – View elected officials past and current votes.

Speak to Your Audience – Customize legislation description and name in a manner that is meaningful to your supporters.

House Party and Events Meeting Tool

Offline Meetings Coordination – Help your supporters create house parties, letter writing parties, and coordinated in-person lobbying or representative visitation with Kintera's Custom Friends Asking Friends® toolset.

Interactive Options – Allow participants to set up and design a personalized page with unique site URL to promote your organization's event, fundraise, or recruit additional supporters for your organization.

Personalized E-mail Solicitations – Let participants import e-mail addresses and create personalized e-mail solicitations inviting friends and family to join.

Political Profile Screening

Understand Your Network's Potential – Identify activists with the greatest political affinity, influence, and capacity to support your mission.

Know Your Activists – Get more profile data about your existing contacts including hard assets, professional and philanthropic affiliations, and political affiliation/gift history.

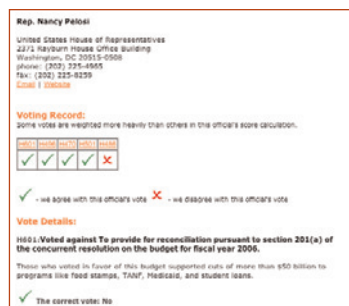
Mobilize Your "Grass Tops" – View social networking maps that represent different types of connections constituents have with each other for "grass tops" mobilization.

Online Voter Registration

Voter Engagement – Offer visitors the ability to register to vote from your Web site.

Design Consistency – Integrate seamlessly with the current look and feel of your existing Web site.

Strengthen Your Network – Draw new visitors to your site and encourage participation with returning visitors.



Rep. Nancy Pelosi
 United States House of Representatives
 2225 Hartman House Office Building
 Washington, DC 20515-0508
 phone: (202) 225-6945
 fax: (202) 225-8239
 Email: 1 @pelosi

Voting Record:
 2016 votes are weighted more heavily than others in the officer's score calculation.

Y/N	NA	NA	NA	NA	NA
✓	✓	✓	✓	✓	✗

✓ - we agree with the officer's vote ✗ - we disagree with the officer's vote

Vote Details:
 H801 Voted against To provide for reconciliation pursuant to section 201(a) of the concurrent resolution on the budget for fiscal year 2006.
 Those who voted in favor of this budget supported over 950 billion in programs like farm stamps, TANF, Medicaid, and student loans.
 ✓ The correct vote: No

The Legislative Scorecard Tool shows your advocates how elected officials voted on legislation relevant to your cause.



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.

Letter to the Editor (US Media)

Letter to the Editor (US Media)

Options for Administrators:

- Rotating content and subject lines in letters
- Delivery via e-mail, fax or direct mail
- Personalize e-mail confirmations
- Personalization of activists' messages

Options for Activists:

- Personalize messages to media targets
- Searchable media guide
- Spread the Word feature
- Autofill Web site forms for existing activists
- Login and Remember Me functionality
- Update My Profile option

Data available for:

- Daily Newspapers
- Weekly newspapers
- TV Stations and affiliates
- Radio Stations
- Magazines
- News Services
- Online Services
- Political Specialty Publications
- Syndicated Columnists
- TV Networks

Legislative Scorecard Tool

Options for Administrators:

- Rate how an elected official "scores" in alignment with your mission
- Write your own description of the legislation to post on your Web site

- Give selected legislation a common name that speaks to your supporters

Options for Activists:

- Track and display profile of US legislators, including contact information

- Access past scorecards for each legislator
- View legislator's votes on specific pieces of legislation, and if the legislation passed

House Party and Meeting Events Tool

- E-mail templates
- Personalize e-mail confirmations
- E-mail center
- Unlimited data collection fields
- Advanced editing tools
- WYSIWIG editor for personalized host event pages

- Meta-tags
- Style sheets
- Site structure management
- Full integration with Sphere CRM
- Image library
- Real time reporting

Options for Designated Actions:

- Make a donation
- Make a purchase
- Post a testimonial
- View testimonials
- Attend a house party

Political Profile Screening

Data Sources Include:

- FEC (Political Data)
- Thomas Financial (SEC Data)
- GuideStar® (Foundation Data)
- Marquis Who's Who® (Personal Data)

- Waltman Donors® (Organizational Data)
- LexisNexis ALLBIO File (Biographic Data)
- Dunn & Bradstreet® (Private Company Data)

Data Processing:

- Exact Matching
- Smart Matching
- Attachment scoring

Online Voter Registration

- Seamless Web site integration
- Citizens can fill out the National Mail Voter Registration Application to print and mail the official form to their state's election office.

- Residents of states that will not accept forms printed on computer printer paper can print and mail a letter to their state's election office requesting the NMVRA.

- Instructions for completing the voter registration process for all 50 states, including addresses for state election offices.

State 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

Local and Municipal Elected Official Data

Data for elected officials of every county, city and town with populations greater than 25K in the US includes, but is not limited to:

- Elected officials complete with name and title
- Main office contact information: address, phone, fax, e-mail and URL
- Auto-appended county information through supporter records

Call toll-free 866.KINTERA (546.8372) or info@kintera.com

9605 Scranton Road, Suite 200 San Diego, CA 92121 www.kintera.com

