



Kintera's Advocacy solution helps you centrally record and manage the most important aspects of your relationship with your constituents. Build more complete constituent profiles with extensive standard profiles, accurate wealth scoring, custom fields, and dynamic segmentation. Automatically record both online and offline interactions for a more complete view of your interactions. Track your constituents relationship with your organization, other members of their household, as well as other constituents in your database. Run campaigns and appeals with greater efficiency and reporting.

Advocacy includes all of the benefits of CRM (constituent relationship management), plus additional functionality to effectively expand your base and amplify your advocacy efforts. Features include full support for managing e-mail campaigns, advocacy campaign Web sites, and customizable action centers. It also includes tools to help build rich profiles supporter interests and activities, including political district, issue preference, action alert responsiveness, giving histories, and more.

*Kintera's integrated, on-demand open platform offers Marketing, Donor Management / CRM and Accounting solutions to help organizations reach more people, raise more money and run more efficiently.*

[www.kintera.com](http://www.kintera.com)

## FEATURE HIGHLIGHTS:

### Engage Your Grassroots Network

**Mobilize activists with information that matters to them.**

- Use the database of U.S. legislators, and federal bill and voting data.\*
- 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.

### Increase Activist Response Rates

**Cultivate supporters, activists, and volunteers.**

- Personalized action centers deliver a higher quality experience.
- Automate e-mail sequencing based on recipient's actions.
- E2action alerts let activists take action with a single click.
- Provide additional instructions to give advocates more guidance.
- Create action centers in multiple languages to reach a wider audience.
- Scorecards for elected officials\*

### Improve Results with Advocacy Targets

**Expand your influence and boost your impact.**

- Use Friend or Foe™ to send timely, targeted messages, leading to better campaign results.
- Select the method of delivery per elected official or target.
- Rotate subject lines and letters for increased impact.
- Offer CC Targeting in addition to primary targeting.
- Limit the number of faxes sent for optimal results.
- Target media outlets with the Letter to the Editor feature.\*

### Streamlined Administration

**Administrators can easily build and manage your campaign.**

- Save time by duplicating action items or entire action centers.
- Configure advocacy pages to track petition count.
- Restrict the range of targets for campaigns.\*
- 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.



"Kintera worked with us every step of the way to ensure we had state-of-the-art tools for online advocacy, and this diligent work has given us a Web site that allows us to advocate more efficiently and effectively."

- A.J. Cady, Director of Online Campaigns and Marketing  
International Fund for Animal Welfare, [www.ifaw.org](http://www.ifaw.org)

Kintera's integrated, on-demand open platform enables organizations to quickly and easily reach more people, raise more money and run more efficiently - select the Kintera products you need, including: Events, Advocacy, E-mail, Web Site Content Management, Donor Management, Constituent Relationship Management and Accounting.

## Web Site Publishing

- Seamless Web-site integration
- Customized delivery methods
- Action item publishing and management
- Custom pages for different campaigns
- Fully customizable registration forms and action centers
- Unique Web site URL
- Address correction and ZIP+4 appending
- Legislative district appending

## Campaign Administration

- Multiple action centers
- Action item management
- User personalization of messages to elected officials
- Delivery to elected officials via e-mail, fax or direct mail
- 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
- 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
- Legislative look-up tool

## Letter to the Editor (US Media)

- 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

## 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

## Federal Legislative and Executive Data

- Data for each Member of the US Congress 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

## 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

## Add-On Products & Services\*

- Online voter registration
- Legislative scorecard tool
- Federal bill and vote data

## Constituent Relationship Management (CRM)

The Advocacy product includes all of the benefits of Kintera CRM solution. Refer to the CRM datasheet for more information.

\* Additional fees apply.

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