

The Nonprofit Guide to Online Engagement Tools



Presented by

FIREFLY
PARTNERS

Introduction

Firefly Partners published our first software guide in May of 2016, and the response has been bigger than we ever imagined. We suspected that there was a need for unbiased information about digital communication and fundraising software in the nonprofit technology space – turns out we were right! Our first report has been downloaded by organizations from all 50 states, Canada, and amazingly, by folks in ten other countries (hello Portugal!). We appreciate the praise and feedback that the 2016 guide generated.

Flash forward to 2017, and our world has shifted. The current political climate has put nonprofits on high alert. Each week seems to bring a new battle to fight. Misinformation is rampant across every digital channel. It's more critical than ever for our nonprofit colleagues to have the right arrows in their quiver. Firefly's team provides resources like this guide as one way of showing our support for your work. Thank you for getting up every day and helping the good guys win.

Along with the world, software functionality changes rapidly – the information in our guide was a snapshot in time – and it became clear pretty quickly that we needed to strap on our helmets and dive right back in for another round. Supporter expectations continue to increase, and the need to do more with less is a fact of life for most organizations.

Like most of you, Firefly's clients are moving fast, and they can find it challenging to get answers to strategic questions around their technology needs:

- Do I understand enough about our goals to buy the right system?
- What's our expected ROI?
- Do I have the right team in place to use this software?

This guide is designed to answer at least one of the fundamental questions: How well are software vendors aligning their platforms with customer needs?

What's new in our guide for 2017? We've increased the software profiles from six to seven, and we've included two systems that weren't featured last year. New screenshots, migration processes, and tips from the vendors provide additional insight.

With no further ado... let's get into the details! We hope you find this guide useful; we'd love to hear your feedback and answer questions that may come up for you. Drop us a note: hello@fireflypartners.com.



Jen Frazier & Maureen Wallbeoff
Firefly Partners, Fall 2017

The Purpose of This Guide

Even though we work in most of these software programs every day, it was pretty exciting to have the opportunity to get a private tour of everything that's new and improved. We use our guide research time to take a step back and think deeply about our clients' digital engagement needs.



“Organizations struggle equally with digital marketing software that is either too robust or too limited for their needs – both spots are tough to be in. Finding the right fit includes balancing big picture thinking with a healthy dose of realism about their requirements and the staff's capacity to manage change.”

Monica Malmgren
Firefly Partners Support Manager

We started by determining which platforms to include for 2017. Like our first edition, the new guide must include software that contains the functionality that most nonprofits need: fundraising, email marketing, advocacy/grassroots organizing, and Peer-to-Peer fundraising. We looked for programs that could be used by organizations small to large, were scalable, and offered great training resources. Because technology investments can be a major budget item for nonprofit organizations, we also made sure to include platforms at different price points.

It's always good to mix things up a little – seven of the most feature – packed programs for nonprofits made it into this new guide. Four were included last year, and we've added three new platforms.

Once we selected the seven participants, we got a lot of help from the software vendors themselves. We interviewed members of the software vendors' teams and got answers to some common questions. Our team attended live software demos to see the platforms in action (and we peppered the vendor team with questions and use cases). We also talked with our own team members – who use many different engagement software systems for our clients – to get an understanding of what each one is truly like to use daily.

The result? You're reading it! We've tried to make it as information-packed and unbiased as possible, and we hope that's evident throughout.

Firefly understands that investing in engagement software can come with some measure of risk. Consider our guide to be the beginning of your process (rather than the end). Not sure whether your system is a good fit? Ready to move but need help managing the details? Want to create beautiful new donation forms and email templates? Contact us for a free consultation: info@fireflypartners.com.



Functionality Grid

Here's a snapshot of all seven systems side-by-side

Functionality	 ActionKit	 Luminate Online™	 Classy	 engaging NETWORKS SOFTWARE LOVE	 everyaction	 springboard	 salsa
Advocacy							
Calendar Events							
Constituent Management							
Email Marketing							
Fundraising							
Integrations							
Peer-to-Peer							





ActionKit

www.actionkit.com • demos@wawd.com

FUNCTIONALITY OVERVIEW

Advocacy

API

Autoresponders

Constituent Mgmt Database

Calendar Events

Fundraising

Reporting

Website Integration

Company Overview

We Also Walk Dogs, ActionKit's creators, modeled the software on the custom system they had begun developing for MoveOn.org in 1998. The team wanted to provide access to the same powerful tools for online organizing to other progressive organizations and released ActionKit to the public in 2010. Now, MoveOn and many other like-minded organizations use ActionKit to power their digital campaigns.

Indicators of a Good Fit

The ActionKit software is used primarily by medium to large progressive nonprofits and political campaigns. Organizations with robust advocacy programs will get the most out of the software, since the all-in-one product offers tools for advocacy and organizing, as well as fundraising and member outreach. Non-techies will rejoice since day-to-day campaigning activities are easy to manage and don't require any technical expertise. HTML, SQL, and other coding skills can be used to customize the software.

Training & Support

The Online Training Manual provides guidance for campaigners and developers, with a special "Getting Started" section to help new users navigate and customize the system. Four hours of custom phone training is available as part of an organization's set up and more can be purchased for a fee. Tutorials and integrated contextual documentation are available for Do It Yourself learning. Email and online support are also available, but phone support is not.

Exciting & New

If getting your message out fast is important to you, ActionKit's mailer averages 1 million email messages per hour, per client, per mailing. Need it faster? For an additional fee, you can upgrade to send up to 4 million messages per hour. The highly customizable distributed events tool system makes it easy to recruit and manage volunteers and hosts, as well as attendees. ActionKit has an



open API, making it easy for teams or partners with the technical know-how to develop integrations with the ActionKit software. Also, ActionKit's clients make up an informal network for brainstorming and sharing customizations between organizations. The new "Remember Me" system lets supporters take action with one click on any participating client's site once they've saved their info in the system. "Instant Donate" provides a secure credit card pool for one-click donations to participating organizations.

Actionkit's Migration Snapshot

"We do our best to ensure that we're a good fit for the organization because transferring to a new system is a significant investment for most groups. Once we have a signed contract, we set an onboarding timeline with the client based on how long it will take us to import their historical data and how long it will take the client to set up their appearance(s). If a client is able to get complete data from their previous vendor, an import can take up to four weeks. If they're only able to get user data, we can import that in as little as a week. We don't customize the client's ActionKit instance, so the time required for things like setting up a group's look and feel for their action and donation pages and mailings will depend on the availability of their in-house team or a consultant. We've had groups go from contract to launch in a week or take several months."

A Tip From Actionkit

"One exciting side effect of our current political climate is that new software and apps, designed to meet a particular need, are being developed by small teams and volunteers. If a group has an idea for a new organizing, advocacy, or fundraising tactic, they may find that software to make it possible already exists. Open APIs increase the value of these applications because the data can be integrated, making it easier to connect more deeply with end users."

"WAWD [Action Kit's parent company] and ActionKit helped us do the impossible: launch a nationwide digital organizing program for the ACLU in just a few weeks. With ActionKit's flexibility, complex programmatic targeting, and deep customization options, we were able to get moving while the program's details were still in formation because we knew we'd be able to adapt and evolve. And since we've gotten up and running, the team at WAWD has been beside us every step of the way, friendly, responsive, and helping us make our program even stronger."

Faiz Shakir,
National Political Director, ACLU







ActionKit

Inside ActionKit

The Action Kit Event module offers a high level of customization, giving Event Managers the flexibility they need to create many different types of event templates.


 Latest ActionKit Release: New features have been added! (version 2.3.12) | [Read more](#)
Jun 22

 ActionKit

Robotic Dogs!

[Home](#) [Pages](#) [Mailings](#) [Reports](#) [Users](#) [Staff](#) [Support](#)

ADD CAMPAIGN

Events are usually (but not always) used to organize off-line gatherings for advocacy, team-building, public education, etc. campaign. 

Campaign name

Title

Short Name*

May be used in Web addresses. No spaces, only letters, numbers, and _

Event creation settings

Let Users Host Events ☒ Let public create and manage events. **If unchecked, only admins can access host tools!**

Let Hosts Choose Title ☒

Default event start date/time

Date: Time:

Let Hosts Choose Start Date ☒

Let Hosts Choose Start Time ☒

CREDO
action

Tell Congress: Help Puerto Rico, not Wall Street



Long after Hurricane Maria slammed into Puerto Rico, millions of American citizens there are still without electricity and reliable access to basic necessities like food and water.¹


The quick and overwhelming response to Hurricanes Harvey and Irma has been utterly missing in Puerto Rico. Instead, the Trump administration took a week to waive shipping restrictions, causing massive delays in aid efforts even as the elderly were dying due to the lack of medicine or electricity for ventilators and dialysis.²

Instead of springing into action, Donald Trump has tweeted that Puerto Ricans "want everything to be done for them," accused San Juan Mayor Carmen Yulín Cruz of criticizing the disaster response only because Democrats put her up to it, insisted that Wall Street be able to profit off loans to Puerto Rico and said the disaster wasn't a "real catastrophe" like Katrina during a trip where he tossed paper towels to desperate people like he was a game show host.^{3,4,5}

After decades of exploiting Puerto Rico to help Wall Street, our government is now ignoring American citizens in desperate need. So we are standing with our friends at Democracy for America to demand that Congress act immediately to provide a massive aid package and end Wall Street's hedge fund exploitation of Puerto Rico.

Tell Congress: Help Puerto Rico, not Wall Street.

After the Trump administration labelled the disaster response a "good-news story," Mayor Cruz declared "this is a 'people are dying' story."⁶ Once again, Trump flew off the handle when a person of color dared to criticize him. But while the mayor was sleeping on a cot and is doing all she can for her people, Trump was enjoying a day of golf.⁷ Only recently were there reports that Trump would request aid for Puerto Rico, with no guarantee that it will be enough or free the island from the hands of hedge funds.⁸


86% We've reached 129,811 of our goal of 150,000.

Sign the petition

Petition to Congress:

"Immediately pass a major Puerto Rico relief package, including billions in direct aid and grants, not loans and cover the reconstruction of the island's electric grid and infrastructure. Restore control of Puerto Rico's budget and spending to the island's elected officials by eliminating the Financial Oversight and Management Board, and forgive Puerto Rico's Washington-manufactured debts so the island can make a lasting recovery."

name

email*

zipcode*

Sign Petition ►

You'll receive periodic updates on offers and

Action Kit's flexible Advocacy functionality provides a customizable canvas that lets a fast-moving organization quickly assemble a great looking petition or request for action.

FUNCTIONALITY OVERVIEW

Advocacy

API

Constituent Mgmt Database

eCards

eCommerce

Email Marketing

Calendar Events

Fundraising

Membership

Password-Protected Content

Peer-to-Peer Fundraising

Reporting

Social Media Sign On

Website Integration

Company Overview

Blackbaud may be one of the most well-known software providers for nonprofits, and it's certainly the largest. The company has been around for 35 years and possesses a suite of 20+ other products for nonprofits in addition to its Luminate Online marketing software. Blackbaud has an impressive array of industry analytics and provides comprehensive reports on important fundraising and online giving trends.

Indicators of a Good Fit

The average organization using Luminate Online has a mid-to-large budget and specialized staff with a relatively sophisticated email marketing and online fundraising system and prefers an all-in-one solution. The Raiser's Edge CRM is also a Blackbaud product, and a significant percentage of Luminate Online users also use it. Luminate Online is robust, with a lot to offer out of the box. While it's scalable and an organization could use just a few of the modules, the software is very effective when used to support a multi-faceted marketing and engagement program. A robust API supports secure integration between software – which means you can bring Luminate Online functionality directly into your website.

Training & Support

Blackbaud offers many training resources to its Luminate Online customers through the Community Portal. Videos, how-to guides, and message boards can help a new user learn to manage this complex software. Support is provided via chat, phone, and an online ticketing system. There is additional training available, depending on your investment, which includes self-guided or instructor-led online training or in-person regional classes.

Exciting & New

Blackbaud is in the process of rolling out some compelling new features to its Luminate Online software. Fundraisers,



organizers, and email marketers can target supporters by zip code radius, plus an integration with Attentive.ly and new wealth ratings let you identify your most promising influencers (and focus your digital engagement efforts on the best targets). As of this publishing, drag and drop functionality is also on the horizon, and we hear the new reporting functionality will be a real timesaver. Not new (but still exciting): Blackbaud's Online Peer-to-Peer module, TeamRaiser, is among the very best in class, supporting simple and complex personal fundraising and thon-type events. Custom registration processes, gamification, and social media sign-on are just a few of the features that TeamRaiser offers. TeamRaiser can be used in combination with Luminate Online as the various modules are all fully integrated.

Blackbaud's Migration Snapshot

"Moving into Luminate Online generally follows a four-phased approach: First, your requirements are collected and a development plan is created to guide the build of your new assets. The initial setup of the system happens next, and typically includes the creation of a PageWrapper, an email sign up form, a donation form and a calendar event template. Raiser's Edge users will have a connection put in place between the CRM and Luminate. Training happens throughout the implementation through a variety of self-directed training modules. Luminate Online setup can take 8-10 weeks on the quick side. Migration for organizations with custom requirements and many assets may need 3-4 months to complete a full implementation. Nonprofits can work with a certified Blackbaud implementation partner or may work directly with Blackbaud staff."

A Tip from Blackbaud

"In prepping for the transition to Luminate Online, look at how other organizations are using the software. Sign up for e-newsletters, check out donation forms, sign up forms, and Peer-to-Peer campaigns. With Luminate Online, the sky truly is the limit, and organizations are doing unique, innovative things every day to grow support for their programs. Bring anything that stands out to you as a model to your implementation team. They'll help you strategize and make these ideas come to life."

"Luminate Online is a dynamic and powerful tool. Our team uses it for email marketing, donation management, and event registration. The in-depth email analytics and A/B testing functionality allow us to more effectively target our priority markets. The giving dashboards in Luminate Beta offer a slick overview of our donation efforts."

Kate Erlewine,
Associate Director, Digital
Communication, Advancement
Communication and Marketing,
Ohio University



Inside Blackbaud Luminate Online

Luminate Online™

The Luminate Online dashboard can be customized for an individual user or administrator group, allowing different people to quickly see event, campaign, or email message performance data specific to their job responsibilities.

Luminate Online™

Content Fundraising Advocacy Email Constituent360

Administrator Home Page

Convio Customer Center Visit the Convio Customer Center for user guides, training schedules, success scenarios, and the latest information articles on Best Practices! Access is restricted to customers only. Please contact you don't have your login.

Not Volunteer so Reporting content can go here...

Reporting

Total Funds Raised
Number of Gifts by Date
Premium Tally
YTD Sustainer Expected
Day Sponsor Submissions

Pledge Reporting

Today
Yesterday
Variable Timeframe
Custom Report added to Admin Homepage.

Quick Links
Constituents by Origination Code

Unique Visits



Select Donation Amount

\$50.00 \$100.00 \$250.00 \$500.00 other amount

☐ Yes, automatically repeat this donation every month.

With a gift of \$1000 or more you can become a member of the Emerald Circle [Learn More](#)

Donor Information

first name last name

address

address 2

city zip state

country

email

☒ Keep me posted on the latest news from Conservation International. We won't spam you or give out your address.

Payment Information

Select Card:

VISA MASTERCARD AMERICAN EXPRESS



FY 2014 INFORMATION

Programs 83.7%
Administrative 9.3%
Fundraising 7%

Other Ways to Give

Give in honor of someone
Give monthly
Become an Emerald Circle donor
Planned giving through your estate
Give stock
Give through your employer



Donation forms are responsive out-of-the-box, and CSS and JavaScript, along with the API, can give your supporter a "best in class" experience.

FUNCTIONALITY OVERVIEW

API

eCards

eCommerce

Calendar Events

Fundraising

International

Peer-to-Peer Fundraising

Reporting

Social Media Integration

Website Integration

Company Overview

When one of the largest cancer organizations refused to accept the money raised during a pub crawl held to honor his mom (a two-time breast cancer survivor), Classy's co-founder and his team members went to work. They quickly responded to the need for a more flexible and technologically advanced software to support and grow online fundraising efforts for nonprofits. Classy, the fastest growing nonprofit software on the market today, was launched in 2011, resulting in thousands of nonprofits collectively raising over half a billion dollars to-date. The company and its software is focused on making fundraising and events easier and more enjoyable to set up and run for organizers, participants, and donors.

Indicators of a Good Fit

Classy started out as a modern Peer-to-Peer fundraising platform. While it's definitely grown and expanded to support ticketed events, crowdfunding campaigns, and general/recurring donation pages, Classy is still very appealing for an organization with a focus on Peer-to-Peer fundraising. Event pages are flexible, easy to build, and attractive, designed to keep participants excited and engaged in their pre-event fundraising. Event managers will appreciate the mix of easy-to-use features. It's also particularly good for organizations with a younger demographic of participants, since the mobile features are so impressive. Classy's "your brand before ours" ethos and intuitive design tools make it a good choice for organizations wanting a high degree of brand consistency and customization.

Training & Support

A large resource library and online help center provide both technical and strategic help for Classy users. Easy-to-follow guides for effective software configuration help administrators set up and manage the system. Support is available via phone, live chat, and email.



Exciting & New

Peer-to-Peer fundraising and crowdfunding is where the software originated, and it's where Classy really shines. Building engaging and attractive event pages (including registration and ticketing) is quick and easy for organizers, and customizing pages is quick and easy for participants. Its mobile-responsive design makes it easy for participants to monitor their pages and check their goals on the go. Organization staff can log into the administrator side and use Classy on their smartphones, too. In the online fundraising arena, typical giving types like monthly donations and tribute gifts are supported. The sophisticated ticketed event functionality can be used to build pages and registration for programs like galas and educational presentations. Classy also has a robust integration with Salesforce to move data securely between systems. If Salesforce isn't your CRM of choice, the open API allows your team or technical partner to create custom integrations.

Classy's Migration Snapshot

"This depends on the subscription plan, but for the traditional Pro Series Organization (most popular package): Organizations are provided an onboarding series of step-by-step guides, videos, and tutorials to get their account and first campaign up and running. They meet their dedicated Account Manager for the first time to discuss and map out goals and strategies for maximizing their use of Classy. Regular communication is outlined for organizations who can also engage with technical support (phone, email, chat) with no limits."

A Tip From Classy

"There are more causes, more organizations, and more outlets vying for supporters' time, money, and attention. Software that drives donor retention through better donor management, recurring giving, supporter engagement, and communication will be a must-have, not a nice-to-have."

"It's hard to identify just one reason why I would recommend Classy because there are so many benefits. Classy makes it simple to set up event and donation pages, provides excellent customer support, and offers useful guidance covering every stage of the fundraising process. Classy's experts are always there for you, and they act like true partners in your mission. We can count on Classy to make our online fundraising efforts easy and effective."

Michael Wright,

Digital Communications Coordinator,
Youth Villages



Classy

Inside Classy

Classy's built-in data tools serve up performance info on the campaign, form, and donor level – you can connect Classy to Salesforce and put the power of both platforms to work.

Classy Firefly Partners BOULDER, CO

Dashboard Fundraising Reports Settings

Account Statement

Summary of Transactions

Item	Amount
Total Transactions	\$0
Offline Donations	-\$0
Transaction Fees	-\$0
External Host Fees	-\$0
Chargebacks & Refunds	-\$0
Chargeback Fees	-\$0
Total Paid	\$0

Payment Cycle: September 1, 2017

Statement Period: August 1, 2017 - August 15, 2017

Days in Statement Period: 15

Payment Date: September 01, 2017

Deposit for this Statement: \$0

All Transactions

Order Id	Date Purchased	First Name	Last Name	Address	City	State	Zip	Country	Email	Event Name	PayPal Email	Fundraiser	Team	Total Order Price
No records found														

Export

Page 1 of 1

KIDNEY NATION fund the fight

Q LOGIN

You're making a difference!

I had to choose between food and medicine

Help us ensure that no kidney patient has to make this impossible choice.

Right now, 30 million Americans are living with kidney disease.

Thanks to the generosity of people like you, the American Kidney Fund provides financial support to patients in need. Last year, we provided financial assistance to 1 in 5 US dialysis patients, enabling them to access lifesaving healthcare and afford other treatment-related costs.

Additionally, we deliver programs that educate, build awareness and drive advocacy to address the needs of all people who suffer from kidney disease. We do all this work while spending 97 cents of every dollar raised on our programs and patient services.

Thank you for making your donation today. Together, we can fund the fight against kidney disease.

Would you like to credit this donation to a specific fundraiser or team (optional)?

Search fundraisers and teams

Select an amount

Your donation: \$ USD

☒ One-time
 ☐ Monthly

Questions

- Is this donation tax deductible?
- How much of my donation is spent on programs and patient support?
- How do charity watchdog groups rate the American Kidney Fund?
- Does my company match my gift?
- How much of the funds are spent in my state?
- What if I don't want to give online?

SECURITY VERIFIED & SECURED

Classy software lets an organization create donation forms featuring custom images and content, with a variety of layouts to choose from (and supports custom forms).

FUNCTIONALITY OVERVIEW

Advocacy

API

Constituent Mgmt Database

Email Marketing

Calendar Events

Fundraising

International

Peer-to-Peer Fundraising

Reporting

Website Integration

Company Overview

Engaging Networks was founded in 2000 and has grown to serve more than 350 nonprofits across 50 countries, hosting over 65 million constituent records. The company's tagline, "Software Love," speaks to their passion for building great software (and a great team) that nonprofits around the world can trust to help spread their message and engage their supporters.

Indicators of a Good Fit

Engaging Networks clients tend to be mid- to large-size organizations that need software capable of implementing a robust digital strategy with flexibility. Nonprofits with an international base will find Engaging Networks especially appealing, since the software supports multiple languages and currencies by design. Organizations looking for the personal touch will also be well-served by Engaging Networks' software and support. Engaging Networks does not impose limits on the number of pages, constituent records, messages, or account users – this may be important to larger organizations..

Training & Support

Personal training and support is included in the annual subscription price and is available via phone and/or email to clients and agency partners. The Engaging Networks online "Client Supportal" provides one-stop access to resources, step-by-step guides, system status information, videos, and tips for site admins. They have also just rolled out the "Engaging Networks Academy," which hosts 10-minute bite-size videos organized into learning modules, and they are in the process of releasing a certification program through the Academy.

Exciting & New

A new UI (user interface) was just rolled out, along with new drag and drop page and form builder functionality. Communication with supporters and donors gets an extra level of sophistication with new marketing automation features: site admins can create



workflows that send subscribers down various email funnels based on actions, opens, and clicks. Engaging Networks has also built an email engagement scoring system to provide quick audience performance analysis and response. Engaging Networks has a robust, managed database of politicians for five countries and the EU. They also just released “the hub,” a dashboard for donors and supporters, where the content displayed to each supporter is completely personalized. The new Supporter Hub provides a secure place for supporters to manage their donations or pledges, see the impact of previous donations or advocacy pledges, and view custom content added by the organization. The Supporter Hub also has a unique feature that displays visualization of the impact of the supporter actions on an organization’s campaigns. In mid-2018, Engaging Networks plans to implement Machine Learning to help solve important issues like how best to convert supporters to donors and automate these actions.

Engaging Network’s Migration Snapshot

“A typical onboarding takes 11 weeks, but there is no hard-and-fast rule. Our process follows a well-proven project methodology that simplifies tasks. Some clients actually prefer a longer migration process stretched out over four months or more. Our team guides each client through a series of calls and training sessions, and builds their first page template for them, as part of training them to use the platform. Some of our larger and more complex clients will sometimes hire a consulting agency to lead or help them with their migration to Engaging Networks. In those 3-way situations, our team works closely with the outside agency and the client, coordinating meetings and milestones to keep everyone on track and working in harmony toward the nonprofit client’s ‘go live’ date.”

A Tip From Engaging Networks

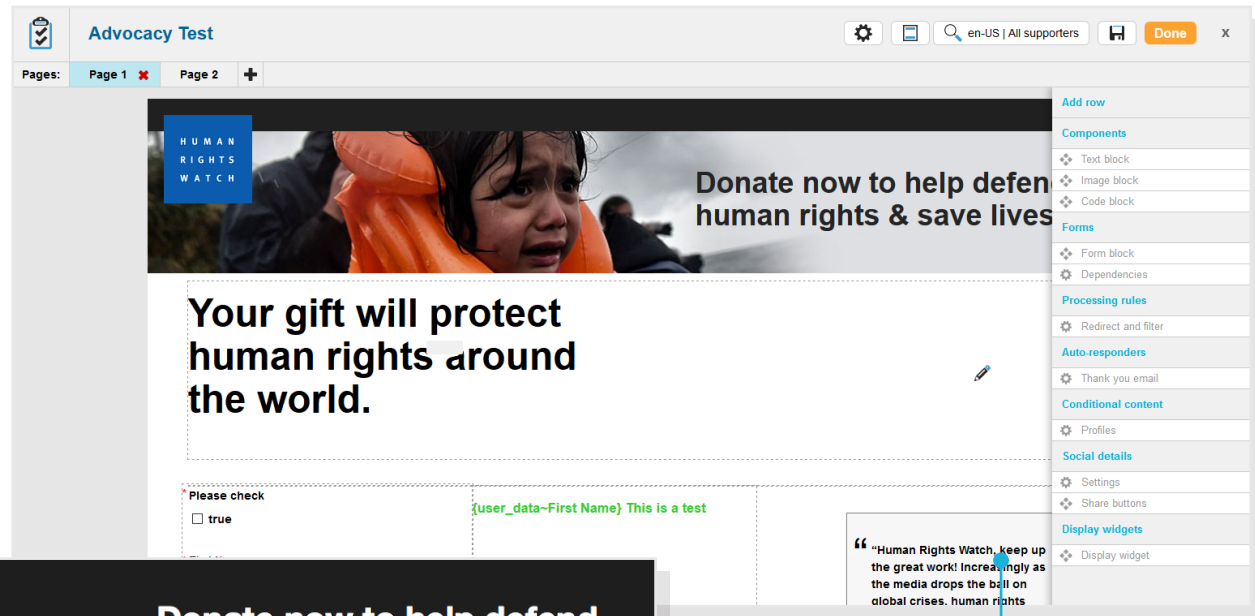
“We are big believers in the power of marketing automation to help our clients achieve even more success and save valuable staff time. In addition, nonprofits continue to expect rapid innovation from us to constantly improve our expanding set of features. We are determined that clients of Engaging Networks will always have the most complete, thoughtfully designed and cutting-edge digital engagement tools available in the nonprofit sector.”

“Humane Society International has been using Engaging Networks for 10 years, and we’ve always loved their amazing features and great tech support. They continue to grow and innovate, and now, with their intuitive new interface and page-builder technology that lets you create pages by dragging and dropping elements into place, we’re even more excited about how easy and efficient it is to use.”

Polly Shannon,
Senior Director of Marketing and
Communications, Humane Society
International



Supporter journeys and sophisticated email messaging logic can give your digital marketing program a boost.



No need for HTML - anyone can create great-looking donation forms with the Engaging Networks drag & drop Page Builder.

HUMAN RIGHTS WATCH

Donate now to help defend human rights & save lives

Your gift will protect human rights around the world.

Wherever brutality hides, we will find it. Our members allow Human Rights Watch researchers to **expose** tyranny, to **empower** victims, and to **tell their stories to the world**. Because of you, we can shine light into darkness.

STAND WITH US.

GIFT INFORMATION

Make a donation in the amount of: *

\$50

\$100

\$250

\$500

\$1,000

\$ Other

A monthly gift does even more to protect human rights

☐ Yes, I want to make a difference throughout the year. Make my gift monthly!

☐ Yes, my gift is in honor or memory of someone special

☐ Add \$7.50 to cover processing fees so that 100% of your donation helps defend human rights.

“Human Rights Watch, keep up the great work! Increasingly as the media drops the ball on global crises, human rights groups pick up the slack.”

Nicholas Kristof, two-time Pulitzer Prize-winning journalist

Our Mission
Human Rights Watch

FUNCTIONALITY OVERVIEW

Advocacy

API

Constituent Mgmt Database

eCommerce

Email Marketing

Calendar Events

Fundraising

International

Membership

Peer-to-Peer Fundraising

Reporting

Website Integration

Company Overview

EveryAction is the nonprofit software division of NGP VAN, which provides technology to Democratic and progressive campaigns and organizations. Many of the members of the EveryAction team come from nonprofit backgrounds, and they've parlayed that experience into software that serves a variety of different nonprofit needs. Similar to their parent company, they don't work with organizations that work against a woman's right to choose, LGBT rights, or climate change.

Indicators of a Good Fit

EveryAction was built to be a happy medium between a fixed, fast-to-implement solution and one that requires many months of customization. Right out of the box, most of the software's features are ready to use, and the average, non-technical team member can expect an easy path to mastery. Because the company roots spring from political organizing, the advocacy features are particularly robust. If your organization has complex data and reporting requirements, EveryAction has a built-in CRM that may be used as the organization's primary database.

Training & Support

EveryAction offers a robust array of resources, including training webinars, videos, and a developer community. An online manual and support request system are accompanied by guaranteed phone support (calls are answered by the 5th ring).

Exciting & New

Collecting data doesn't do any good unless it's easy to view and easy to understand. EveryAction meets both of those qualifications with its full-featured reporting tools. Reports generate in seconds and let you see exactly what you want to see in the way you want to see it. Their data visualization and user dashboard widgets let you quickly get a handle on how your efforts are performing and respond accordingly.



EveryAction frequently rolls out new features to users – recent updates include the launches of the Resist and Mini Van Tools. These support cutting-edge advocacy functionality, including social advocacy, expanded message delivery methods to targets, street team management, and click to call. Peer-to-Peer fundraising, data visualizations and dashboards, supporter engagement tracking, and grants management have also been updated.

EveryAction's Migration Snapshot

“Larger clients and clients with more sophisticated programs opt for our Account Managed onboarding. They partner with our in-house accounts team to go through a highly tailored onboarding that includes client configuration, best practices in setting up their programs in our tools, as well as completing the client's data migration. Throughout the process we work with the client to develop efficient workflows, and learn from the hundreds of clients already using our toolsets. Generally, onboarding takes three to seven months. Other clients onboard themselves, especially those using a single module. They migrate their data using our bulk upload tools. They use our help documents for guidance and use our free support for any questions that arise. This generally takes three to four months. One final option is for clients to do their onboarding with one of our partners. Some clients are...looking to continue working with someone for strategy and/or production long after they have completed their EveryAction onboarding – and working with our partners provide a perfect solution.”

A Tip from EveryAction

“Think more about outcome and less about current process. What do you want your tools to do for you? Too many people try to recreate the old system they are leaving, often perpetuating the same design mistakes that caused them to want to leave the platform in the first place. Our onboarding process helps clients think about what you want your end result to be and let go of the clunky workarounds that they've had to use in the past.”

“EveryAction is the most functional database for an advocacy organization operating in today's political world. It has the fully integrated outreach, engagement, and fundraising tools needed to stay connected with our supporters. We can't wait to take full advantage of all EveryAction has to offer!”

Mel King,

Development and Operations Manager,
Equality Federation



FUNCTIONALITY OVERVIEW

Advocacy

API

eCommerce

Calendar Events

Fundraising

Gift Designations

International

Peer-to-Peer Advocacy

Personal Fundraising

Premiums

Reporting

Website Integration

Company Overview

Springboard is a product of Jackson River, a company formed by nonprofit experts looking to have a strategic impact on how progressive organizations use technology. The company promotes what it calls a “digital-first approach,” which means using the best of what digital technology has to offer in order to positively impact organizational goals.

Indicators of a Good Fit

Springboard clients are progressive or non-partisan organizations that require corporate-scale technology to reach their supporters. The platform includes a top-notch Salesforce integration and works seamlessly with Salesforce apps and assorted nonprofit products. Organizations with complex requirements that are looking for complete control over the design and configuration of their digital assets and campaigns will appreciate the software’s flexibility. Proven success moving recurring gifts from legacy systems into Springboard can ensure continued success for sustaining donation and membership programs – especially in combination with the advanced sustainer features that Springboard offers.

Training & Support

The Springboard Knowledge Base contains help and how-to guides for new staff, along with resources for more experienced system admins. Personalized client support and training is provided by a knowledgeable team via email, chat, and phone.

Exciting & New

Springboard offers a completely customizable canvas for all digital campaign types (including fundraising, advocacy, personal fundraising, and events). The platform supports dynamic, personalized content that can help increase supporter engagement across the board, and the API can be used to extend customization options. Modern fundraising features include one-click donations, sustainer upsells and upgrades, and dynamic ask strings. Advocacy-targeting functionality tracks and responds to a variety of delivery



methods including social, and marketing automation capabilities via Salesforce Marketing Cloud, with the power to pause an email message in mid-send should circumstances require it. Of course, no campaign is worth much without measuring performance, and Springboard offers extensive behavioral and interaction data-collection features. Leveraging the power of Salesforce, built-in reports cover the campaign, form, and message performance and individual supporter behavior and trends. The software has extensive source coding, tracking, and tagging capabilities that give you deep insight to identify and cultivate referrers, devices, social actions, key social influencers, and more.

Jackson River's Migration Snapshot

"Springboard implementations involve close collaborations between the Jackson River team (or implementation partner) and the nonprofit team. A project manager begins working with the client at discovery and stays with the client beyond launch. We work hand-in-hand in a consultative fashion with our clients to get the system tailored to match their organizational strategy, practices, and goals. The team that implements an organization on Springboard also provides personalized training and support, both before and after launch, and in an ongoing fashion as needed. We are long-term partners in Springboard users' success, working as outsourced members of their team. No impersonal support and no 1-800 numbers, ever. The average Springboard implementation can vary substantially based on organizational needs and overall complexity. A typical timeframe from kick-off to launch is 2-5 months."

A Tip from Jackson River

"We see the nonprofit software market as beginning to catch up with some of the sophisticated engagement trends that are common in the for-profit world, translating the concepts of consumer experience to cohesive, multi-channel supporter and member experiences. As a result, we believe that nonprofits will increasingly cast a broader net to find the right systems for helping them engage supporters on their own terms, in digital-first ways, across online, offline, and in-person channels."

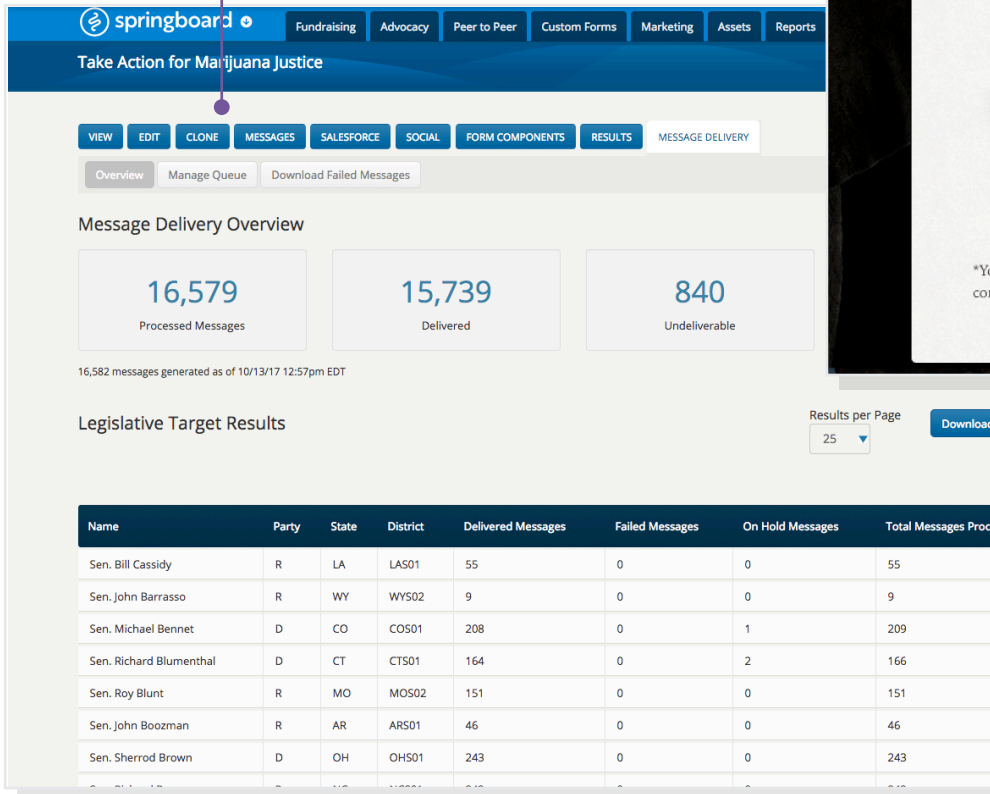
"With Springboard, we love that we can make a billion forms and make a gajillion customizations per form. The ability to add new fields, access to go into Salesforce and free map a field, those are the kinds of things we've never dreamed of being able to do on our own."

Ayumi Stubbs,
Senior Director of Digital Marketing,
ASPCA



Inside Jackson River Springboard

Monitor message delivery to representatives in real time and evaluate across campaigns and targets with Springboard's comprehensive dashboard.



The dashboard features a top navigation bar with tabs: Fundraising, Advocacy, Peer to Peer, Custom Forms, Marketing, Assets, and Reports. The main header reads "Take Action for Marijuana Justice". Below this is a sub-navigation bar with tabs: VIEW, EDIT, CLONE, MESSAGES, SALESFORCE, SOCIAL, FORM COMPONENTS, RESULTS, and MESSAGE DELIVERY. The "MESSAGE DELIVERY" tab is active, showing a "Message Delivery Overview" section with three key metrics: 16,579 Processed Messages, 15,739 Delivered, and 840 Undeliverable. Below these metrics, it states "16,582 messages generated as of 10/13/17 12:57pm EDT". The "Legislative Target Results" section includes a "Results per Page" dropdown set to 25 and a "Download" button. A table displays the following data:

Name	Party	State	District	Delivered Messages	Failed Messages	On Hold Messages	Total Messages Processed
Sen. Bill Cassidy	R	LA	LA01	55	0	0	55
Sen. John Barrasso	R	WY	WY02	9	0	0	9
Sen. Michael Bennet	D	CO	CO01	208	0	1	209
Sen. Richard Blumenthal	D	CT	CT01	164	0	2	166
Sen. Roy Blunt	R	MO	MOS02	151	0	0	151
Sen. John Boozman	R	AR	AR01	46	0	0	46
Sen. Sherrod Brown	D	OH	OH01	243	0	0	243

MAKE A MONTHLY GIFT



Our Wildlife Protectors provide crucial, sustained support for WCS programs that protect elephants, tigers, and other wildlife. **Join with a monthly gift today and we'll send you an eco-friendly reusable tote bag as our thanks!**

Monthly donation

\$

15

YES, SIGN ME UP!

NO THANKS

*Your monthly gift will process immediately in addition to your one-time gift today. You are always in control of your giving. You can cancel or change your monthly gift at any time.

Supporter upsell tactics include Springboard's optional popup window and can be used to create attractive special offers (convert your one time-gift into a monthly gift).



Salsa Engage

salsalabs.com • sales@salsalabs.com

FUNCTIONALITY OVERVIEW

Advocacy

API

Constituent Mgmt Database

eCommerce

Email Marketing

Calendar Events

Fundraising

Peer-to-Peer Fundraising

Reporting & Data Graphics

Social Media Integration

Usability

Website Integration

Company Overview

Salsa Labs was founded in 2003 with a focus on software for grassroots organizations. Their mission is to create the sophisticated communication tools that nonprofits need to engage their supporters but that, previously, only larger organizations could afford. In 2015, Salsa merged with DonorPro to add advanced donor management to its suite of offerings and making its constituent engagement and management platform even more robust.

Indicators of a Good Fit

With 3,000+ clients, Salsa works with all sizes of nonprofits across all mission verticals. The software is well-suited for nonprofits that are focused on multi-channel communication with their supporters, including online and offline engagement, as well as via social and mobile. Salsa Engage, the flagship engagement tool, offers an API that allows integration between systems. Salsa's Supporter Engagement suite (which includes Salsa Engage and Salsa CRM) adds a key contact management element that helps nonprofits enhance and nurture supporter relationships.

Training & Support

Salsa Engage offers an intuitive user interface with built-in help files that make it easy to learn how to use the software. Thrive, their Client Success Hub, offers self-directed trainings for rapid adoption by non-technical staff. Support is offered via phone, email, and an online ticketing system.

Exciting & New

Salsa Engage has recently created a content syndication platform that allows its clients to use pre-designed email templates and donation forms, making it super easy to edit and launch new digital campaigns quickly. If you're looking to expand your social media use beyond posting and into the paid advertising realm, you'll be especially excited about what Salsa Engage offers. In addition to



the standard social posting capabilities, Engage is the only nonprofit software that has a built-in integration with Facebook's single-click sign in lead ads. For nonprofits that are already investing in social ad buying, this represents a great opportunity to combine functionality (and reporting!) into one tool. If advocacy is important to your organization, Engage supports robust organizing functionality with innovative contact functionality. A new social integration allows supporters to post to a target's Facebook timeline (if that is permitted). If not, Engage will automatically look for the most recent post where the supporter message can be added as a comment. If comments aren't permitted, the message is posted on the supporter's own wall. Also, Salsa just released click-to-call functionality to facilitate even easier (and more impactful) contact between constituents and their elected officials.

Salsa Engage's Migration Snapshot

"Salsa Engage onboarding is generally complete in under 30 days. Salsa CRM onboarding can take from 30 days for a standard data conversion up to 120 days for more complex conversions. Of course, these timelines depend upon client availability and how fast or slow they want to move. Within days of executing an agreement, our Client Success team starts the onboarding process. We start onboarding with Salsa Engage and work with the client to create an online donation form, a sign-up form and an email template. In addition to the individual attention of our onboarding specialists, all clients have access to Salsa Scholars, which is our online interactive e-learning platform. Once Salsa Engage onboarding is complete, our clients are enrolled in our innovative Salsa Smart Start Fundraising program, which combines group webinars with 1-to-1 personal coaching to help create an email welcome series, e-newsletter, and multi-part email fundraising appeal using industry best practices."

A Tip From Salsa

"New players are constantly emerging in the nonprofit software market. Nonprofits should carefully evaluate their options and make sure that their technology fits into their short-term and long-term strategies."

"What I love about Salsa is the ease of use regardless if you have somebody who is very well versed in data management or somebody who's stepping into working with software for the first time, they can feel equally as comfortable... One of the beauties of Salsa Engage is that it does save time and resources, and we can launch a campaign quickly. Since we have been using Salsa we've seen our online gifts double at the same time we have been able to increase our adoption rate by 110% and decrease our euthanasia by 50%."

Susan Salyards,
Executive Director, Beaver County
Humane Society

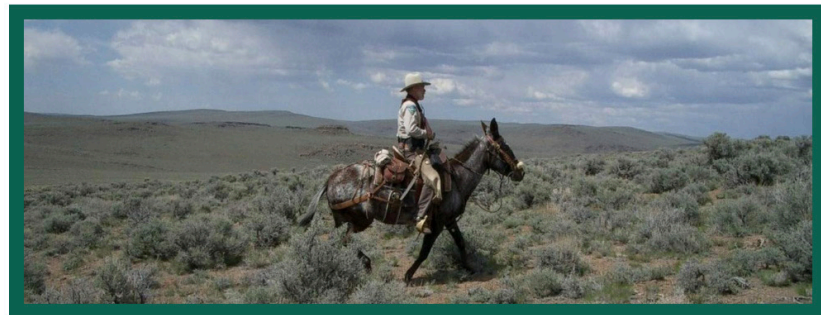


Inside Salsa Engage



Got a large Facebook following? Build your subscriber list with the Engage Facebook one-click lead forms integration. Lead ads let people show their interest in your organization by filling out a form in the ad. When someone responds to your ad, Salsa Engage will capture the info and use it to automatically create supporters.

A screenshot of the Salsa Engage web application interface. The left sidebar contains navigation links: Dashboard, Activities, Email, Social (highlighted), Assets, Supporters, Insight, and Transactions. The main content area is titled "Social: Ads" and includes a sub-header "Lead Forms". Below this, there is a search bar and a table with columns: Name, Account, Fields Mapped?, Leads Processed, Last Processed, Last Modified, and Date Created. A message states "You do not have any lead forms linked from your social accounts." At the bottom, there is a pagination control showing "10 items per page", "Jump to page", "Go", "Page 1 of 1", and "0:0 of 0".



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Working with PEER, these guardians of the public interest can expose and remedy threats to our environment and public health.

Your donation allows PEER to defend whistleblowers, enforce environmental laws, safeguard public lands, shelter wildlife and their habitats, combat political manipulation of science, and more. Thank you for your support!

Make a Donation

YOUR TAX-DEDUCTIBLE GIFT

Donate with PayPal

☐ Make this a recurring monthly donation

\$ 50

\$100

\$250

\$500

\$ Other...

☐ Increase my donation amount to cover processing fees

Salsa Engage makes it easy to use modern donation form design tactics, like layouts with a compelling hero image and bright action buttons.

Summary

Firefly's clients use many different digital engagement platforms, and our team works hard to keep up on the latest and greatest in each system. A decade of working with nonprofits has reinforced our belief that there is no such thing as one-size-fits-all, which is why it's so awesome that there are many systems to choose from. (Overwhelming and awesome.)

The good news? Software vendors clearly understand your needs. We've seen helpful improvements and futuristic functionality added to each platform in 2017, with more on the horizon. Drag and drop, Peer-to-Peer, and template libraries are just a few of the features we were delighted to see and call attention to.

Using any system well requires an organization to make an investment that goes far beyond software costs. If your team is struggling to identify and resolve your technology pain points – you are not alone. Creating a digital strategy and executing it successfully takes dedication, collaboration, and focus throughout the entire organization. Managing campaigns in our modern world can be a challenge no matter the mission, budget, and in-house technical abilities.

If your organization is evaluating a move, our guide can serve as a first step in the research process.

Next steps can include:

- Turning your attention to asking the right internal questions and doing the right requirements-gathering before contacting vendors for software demos
- Aligning software functionality tightly with your needs
- Evaluating vendor company culture and expertise with an eye to forming a positive, long-term relationship
- Selecting an implementation partner that delivers seamless strategy and technology services
- Investing in training for your team
- Dedicating time for ongoing testing and optimization

We can help your next move go smoothly. Firefly Partners is trusted by hundreds of nonprofit organizations to plan, design, implement, and support their digital engagement software. We guarantee to deliver tailored solutions that your team can manage on their own. Firefly's combination of strategic guidance, proven process, and high-quality development will make your next project a success.

Contact us to discuss your digital marketing goals: info@fireflypartners.com.



“Firefly has given us calm, informed guidance during our migration. They have found creative solutions to unusual requirements and have constructively challenged our thinking. Their extensive experience has made them an invaluable partner and resource.”

Christine Ware
Manager, Database Strategy
& Administration,
Living Beyond Breast Cancer



Resources

Where can you find more information about software for nonprofit organizations? Here's a list of a few great places to continue your research:

[Capterra](#) ▶ [Nonprofit Technology Network \(NTEN\)](#) ▶ [Idealware](#) ▶ [TECH SOUP](#) ▶

Special Thanks

We value our partnerships in the nonprofit technology space! Big thanks to the teams at ActionKit, Blackbaud (Luminate Online), Classy, Engaging Networks, EveryAction, Jackson River (Springboard), and Salsa Labs for their time and insights. Each vendor graciously provided resources and information to Firefly as we dug into each of their software offerings. We also want to thank our friends at the ACLU, Ohio University, Youth Villages, Humane Society International, Equality Federation, the ASPCA, and Beaver County Humane Society for providing insight about their experiences with the software.



Luminate Online™

Classy



everyaction

springboard



About Firefly Partners

Firefly Partners is a women-owned digital agency that supports progressive nonprofits with strategy, design, and marketing solutions. Firefly provides services that will expand your organization's reach and improve your outcomes. From websites to social media to digital tools, we can optimize your supporters' experience and increase their involvement with your organization.

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