

# Advocacy

Drive Action on the Issues that Matter Most



Using the Internet for grassroots advocacy is highly effective. Advocacy lets you use the Internet to mobilize people quickly around the issues most important to your organization. As part of the Blackbaud Luminare Online suite of marketing products, it helps you grow your activist base through your website and new media channels. Blackbaud Advocacy also helps you grow stronger relationships with impassioned constituents, inspiring them to become donors and long-term supporters.

## Win Policy Campaigns

Advocacy provides a complete online solution for creating and managing powerful policy-influencing campaigns. Publish custom action alerts to your website, then create and send compelling emails to constituents to motivate them to take action. You have complete control over the layout of your constituents' online experience—from action alert and email appearance to suggested text for constituents' letters to decision makers. Your constituents will have everything they need to send persuasive messages, and Advocacy will ensure messages reach their targets.

### • Up-to-Date Legislative Data with Zip-to-District Matching

You'll find the officials you want to target in one of the databases offered with Advocacy, including U.S. Congress, federal agencies (including regulations.gov), state officials, local officials, and media. As your activists take action online, they'll be automatically matched with their elected officials. You can also create custom targets for corporate CEOs and other special contacts.

### • Flexible & Reliable Delivery Options

Choose delivery channel options for activists' letters: email / webform, fax, phone, and/or print-and-mail. Count on outstanding webform and email delivery rates, including delivery to webforms that require CAPTCHA and other logic puzzles. Automate email-to-fax rollover if delivery to a target fails.

### Advocacy Helps You:

- Win policy campaigns
- Grow your base of supporters
- Raise more money

**CALIFORNIA STATE PARKS FOUNDATION**

JOIN US • DONATE  
MY MEMBERSHIP  
CSFF STORE

WHO WE ARE  
WHAT WE DO  
TAKE ACTION

MEDIA CENTER  
NEWSLETTER  
PODCASTS & VIDEO  
PHOTO GALLERY

TRAVEL CENTER  
PARTNERS

**Stop State Park Closures**

Do you live outside of California? Go here to send a letter voicing your solidarity.

On May 13th, the Department of Parks and Recreation (DPR) released a list of 70 state parks that will be permanently closed to the public as a direct result of the \$22 million budget cut enacted by Governor Jerry Brown and the Legislature earlier this year. Although closure lists have been released in the past in response to previous budget cut proposals, this is the first time in the 100 year history of California's state park system that state park closures will be implemented.

This unprecedented plan will close the doors to 25% of California's state park system and will impact all regions of our state. Park closures will have very real impacts on the people of California, the resources our parks protect, and our economy.

Please join us today to send a letter to your legislators and the Governor opposing these closures and showing your continued support for California's state parks

[You can see a map of the planned closures here](#)

**Contact**

• Required fields

• Title:

• First Name:

• Last Name:

• Your Email:

• Address 1:

Address 2:

• City:

• State / Province:

• ZIP / Postal Code:

**Message**

Stop State Park Closures

Dear [Your State Representatives],

As a strong supporter of California's state parks, I'm writing to oppose the park closure plan announced by the Department of Parks and Recreation. As proposed, the closures span the entire state from San Diego County up to Del Norte County. Thirty-six of the state's 58 counties are impacted, but more importantly, millions of Californians will have access to their parks cut off under this proposal.

This plan is dripping away at the legacy of California. More than 40 percent of the state's historic parks will be shuttered under this plan, places that are important destinations for field trips and educational opportunities for California schoolchildren. The home of famous author, adventurer, and California native Jack London will be closed. Access to one of the oldest lakes in the entire northern hemisphere, Mono Lake Tufa State Reserve, will be closed, and the second-largest state park, Henry Coe State Park, in the state will be shuttered. These are just a few of the 70 examples from the closure list.

Closing state parks is bad for Californians, bad for the resources our parks are supposed to protect, and bad for

Publish custom action alerts to your website to motivate action.

## • Integrated Vote Data

Include U.S. House and Senate Roll Call vote data in customizable legislative scorecards and thank/spank action alerts for more impactful messages to the Hill.

## • Letter to the Editor Tools

Extend the reach of your campaigns by enabling your constituents to customize and target messages to media organizations.

## • Comprehensive Reporting

Measure the results of your campaigns and discover ways to improve them over time by tracking both aggregate and individual response for one or more alerts. Report data may include total

number of constituents taking action, number of new constituents added, total number of email, fax and printed letters sent, calls logged, and more.

## • Multi-Affiliate Support

Engage supporters at both the national and local levels by supporting your affiliate organizations using Luminate MultiCenter, an optional add-on to Advocacy. With MultiCenter, you can give your affiliates the ability to create and maintain their own local websites, action alerts, and emails while preserving your organization's brand.

## Grow Your Base of Supporters

Advocacy is one of the most effective tools you can employ in your list-building strategy. It provides captivating issues to catch the attention of new supporters and inspire existing activists to help you get the word out to their networks. Blackbaud Advocacy gives you the ability to reach more people through compelling email and website content, "tell-a-friend" tools, and new media channels including Facebook™, Twitter™, mobile websites, and smartphone apps.

## • Advocacy Content Integration

Integrate action alerts throughout your website to grab the attention of new site visitors and convert them into advocates. Display action alerts with a consistent look and feel to your main website or to microsites developed to host advocacy campaigns.

## • Personalized Action Centers

Highlight your organization's top issues, creating engagement pathways showing your activists which action alerts they have taken part in and which ones they haven't yet acted on.

## • Personalized Email & Website Content

Personalize email and website content to automatically include information such as first name and geographic location. Tailor message content based on constituent interests and action history.

## • Custom Design / Layout Options

Take full control over the design and layout of your action alerts and emails, and easily conduct A/B email tests to optimize performance. Suggest action letter text, and configure how much of an activist's letter can be edited and what information is required.

The screenshot shows a Facebook page for the Children's Defense Fund. The main post is titled "Take Action" and "Step Up for Children in the Budget Battles". The post text reads: "As powerful forces in Congress faceoff in a summer showdown over the 2012 budget, deficit reduction, and the debt ceiling, the threat to children has never been greater. Despite the consensus of our nation's most respected economists that now is the time to invest in our children, some members of Congress are putting the richest Americans and the richest corporations ahead of the needs of the least among us, our children. Children are the poorest group in America and their needs are rising dramatically. 60 percent of our children cannot read or do math at grade level in the fourth, eighth and 12th grade. Too many drop out and drop in to the Cradle-to-Prison Pipeline. Enough is enough, we must step up before it's too late. Now is the time for each of us to step up to protect our children from all budget cuts and to invest in a pipeline to college, productive work and successful life opportunities. The greatest threat to America's national security comes from no enemy without but from our failure to protect, invest in, and educate all of our children. Join us and contact your Members of Congress today." Below the post is a "Send this message to:" section with a dropdown menu for "US Representatives" and a "Send Message" button. To the right of the post is a "YOUR INFORMATION" form with fields for Title, First Name, Last Name, Your Email, Address 1, Address 2, City, State / Province (with a dropdown), ZIP / Postal Code, and Phone Number. There is a checkbox for "Yes, I would like to receive periodic updates and communications from Children's Defense Fund." and a "Send Message" button at the bottom of the form. The page also features a sidebar with "You and Children's Defense Fund" (7 friends like this), "Recommendations" (Michael Shaughnessy), "Friends' Photos", "Sponsored Story" (The Daily Dot), and "Sponsored" (Printing for Non Profits, Non Profit Print Store, Focal Point Photographics, Texas Longhorns Store).

Multi-channel communications help you to reach more constituents.

- **Multi-Channel Communications**

Create campaigns that take advantage of the different ways that people take in information and reply to communications: websites, social media sites, texting, phone calls, direct mail, and email.

Advocacy supports this multi-channel approach, helping you reach more constituents, get them more involved, and build long-term relationships.

- **Social Sharing**

Share actions on social networking sites like Facebook and Twitter, and use tell-a-friend messages and ecards to enable activists to get friends and family involved.

- **Open / APIs**

Easily extend the reach of your advocacy campaigns to new and existing constituents through Facebook, mobile websites, smartphone apps, and text campaigns using the Advocacy Application Programming Interface (API). All information flows back to Advocacy for your use, and constituents never have to leave their preferred application.

## Strategic Services

### Let Us Help You Reach Your Constituent Engagement Goals

Whether you are new at using integrated marketing to engage constituents or you're ready to boost the effectiveness of your existing fundraising programs, the Blackbaud Strategic Services team can help you plan and execute a winning strategy for acquiring and engaging individuals and converting them into lasting supporters.

- **Integrated Strategy**

From defining priorities and setting goals to measuring success, we help you develop a multi-channel strategy that supports your objectives and integrates with your existing marketing and fundraising initiatives.

- **Campaign Management**

We help you plan and execute one-time or ongoing campaigns that include multiple online and offline channels. Services include campaign strategy, database segmentation, reporting and analysis — with project management services each step of the way.

- **Data Analytics**

Whether you need comprehensive analytical support or a one-time predictive modeling solution to improve your fundraising campaigns, we tailor our data analytics services to meet your specific needs.

- **Interactive Marketing Services**

For a boost to your web and email presence, Blackbaud offers creative services including graphic design, information architecture, website analysis and interactive / multi-media projects.

## Luminate + Advocacy

### Complete Luminate Online Solutions

Luminate Online is a suite of powerful and extensible applications for email marketing, fundraising, content management, advocacy and events. Use Luminate Online to coordinate all your online constituent engagement activities.

- Acquire, renew and upgrade donors online.
- Allow sustaining donors to manage their sustaining gifts and set up automatic payments through the Self Service Center.
- Sell real and virtual products through the Shopping Cart.
- Collect RSVPs and sell tickets to events through the Calendar.
- Grow peer-to-peer fundraising through honor, memorial, and virtual campaigns using Personal Fundraising.
- Manage large-scale participant events such as walks and races using TeamRaiser™.

### Multi-Channel Engagement with Luminate CRM

The Luminate Online system is fully integrated with Luminate CRM for powerful, multi-channel constituent engagement. Use the suite with Advocacy to manage all of your multi-channel relationships.

- See a complete view of your constituents and their online / offline interactions and relationships.
- Use dashboards to track multi-channel campaign results.
- Create and segment lists for integrated multi-channel campaigning.
- Use online data to make your multi-channel campaigns more dynamic with more relevant and appropriately targeted messages.
- Use analytics to gain predictive insights that allow you to increase constituent interactions, engagement, and giving.

To learn more about Advocacy, go to [www.blackbaud.com](http://www.blackbaud.com) or contact your Blackbaud sales representative today! ►