

# Blackbaud Sphere Advocacy

Expand Your Grassroots Activist Network



Since 2001, Blackbaud has provided online advocacy solutions that have supported organizations engaged in the political process by helping supporters connect with elected officials and other influential targets. Blackbaud's advocacy solutions help organizations quickly mobilize activists with information that matters to them, while providing engaging online experiences to better tie those supporters to their mission.

By combining powerful website publishing technology, email communication strategies, social networking tools, and online grassroots advocacy tactics, organizations using Blackbaud Sphere Advocacy can effectively expand their base and amplify their advocacy efforts.

## Engage Your Supporters

Sphere Advocacy provides organizations online tools to cultivate supporters, activists, and volunteers with professional, compelling email campaigns. Organizations can deliver a higher quality experience with personalized action centers to create awareness on issues that impact their organization, and constituents can take action by visiting the online action center.

## Influence Politics

Blackbaud provides daily updates for contact information for key elected government officials ensuring a timely and accurate delivery of your activists' messages. All data and delivery systems are managed by Blackbaud, allowing customers to concentrate on developing programs and supporting campaigns to best meet their organization's goals and objectives.

## Convert Activists to Donors

Blackbaud's advocacy-oriented database includes tools to help build rich profiles, including supporter interests and activities, political district, issue preference, action alert responsiveness, giving histories, and more. Sphere combines industry-leading advocacy, email marketing, and online fundraising technologies, allowing organizations to implement more coordinated and effective fundraising and advocacy campaigns. Additionally, Sphere Advocacy can be tightly integrated to **The Raiser's Edge®** and other fundraising databases.

“The flexibility of Blackbaud Sphere Advocacy allows Amnesty International to create a highly engaging experience across email, web, mobile, and Facebook® for our 700,000 activists.”

— Milo Sybrant,  
Managing Director of  
Engagement Media,  
Amnesty International USA

“Common Cause uses Blackbaud to effectively coordinate an integrated advocacy, email, and fundraising program across our state chapters and national office.”

— Mary Boyle,  
Vice President of Communications,  
Common Cause

Continued

## Solution Overview

### Advocacy Communications:

- Build an engaging "Action Center" website that displays upcoming actions, latest news, comments, and more.
- Design and deliver compelling "Action eAlerts" that will get advocates' attention and ensure you effectively impact legislation.
- Promote an online Federal Bills and Votes Tracking website that monitors the legislative activities that are important to your constituents and create scorecards to rate elected officials based on Congressional/Senate votes.
- Create "Friend or Foe" messaging for multiple action letters for a campaign in order to target officials with content that is relevant and appropriate to their positioning on the issues.

### Reliable Legislative Data:

- Ensure the right message gets to the right target with a database of federal and state legislative and executive targets, updated daily and maintained by Blackbaud. Target elected officials based on membership within federal and state committees for even more specific advocacy action messaging.
- Automatically append every new supporter's record with their state and federal district codes so that the system is able to identify their elected officials based on their address.
- Use a media database of newspaper, magazine, television, and radio targets to create "Letter to the Editor" campaigns.
- Target your own custom lists using email, fax, and online forms to reach other records such as corporate or international contacts.

### Convert More Activists:

- Understand more about your advocates by accessing summary and detail reports of all your advocacy efforts.
- Extend your "Action Center" to your Facebook® fan page, allowing supporters to join the cause and take action directly on Facebook®.
- Develop targeted conversion campaigns using Sphere query tools that easily combine online fundraising and advocacy data across your constituent database.
- Use **The Raiser's Edge Connector™** to integrate your online advocacy database with your Raiser's Edge donor management database.

## The Facts

Activists to your cause are seven times more likely to give to your organization than non-activists.

— Connecting Online Advocacy and Fundraising, Blackbaud

Advocacy email response rates in 2010 were 3.3%, compared to average fundraising email response rates of 0.08%.

— 2011 eNonprofit Benchmarks Study, M+R Strategies

Online campaigns have shown the potential to double giving response rates when connecting a fundraising ask with an advocacy initiative.

— Connecting Online Advocacy and Fundraising, Blackbaud

► To learn more about Blackbaud Sphere®, visit [www.blackbaud.com/onlineadvocacy](http://www.blackbaud.com/onlineadvocacy) or contact your Blackbaud account representative.