

# TOOLBOX

*Twenty-First Century Digital Tools  
For Running An Effective, Tech-Savvy Campaign*



## WEBSITE DESIGN



## EMAIL MARKETING

### MODERN, RESPONSIVE THEMES

*Pre-loaded themes that you can customize with your own colors and logos*

### PETITIONS, EVENTS AND SURVEYS

*Generate emails and collect issue preference information using built-in forms*

### BLOGS AND PRESS RELEASES

*Post new content to keep your supporters updated with the latest news.*

### EMAIL DESIGN

*Simple email design editor, with custom fields available*

### LIST MANAGEMENT

*Volunteer signups and donor information automatically flow to your email list*

### ANALYTICS

*Easily track opens, click through rate, and conversion rate*



## DONATION TOOLS



## VOLUNTEER TOOLS

### BUILT-IN DONOR PAGE

*Integrated donor form, with competitive Democracy Engine merchant processing rates*

### DONOR MANAGEMENT

*Create call lists by filtering records by donation history, location, occupation, and much more*

### EVENT INTEGRATION

*Attendees can RSVP for an event and donate all in one simple action*

### SOCIAL MEDIA MATCH

*Match your email list to Facebook and Twitter to see how supports interact with you across platforms*

### TARGETING ABILITIES

*Use tags like "Lawn Sign" or "Door Knocker" to sort supporters based on how they're willing to help*

### IMPORTING AND EXPORTING

*Easily cut lists to export to Excel, and import new data with just a few clicks*

*Learn More: 617.523.5005 or [tm@massgop.com](mailto:tm@massgop.com)  
Sign Up At [MassGOP.com/NationBuilder](http://MassGOP.com/NationBuilder)*