

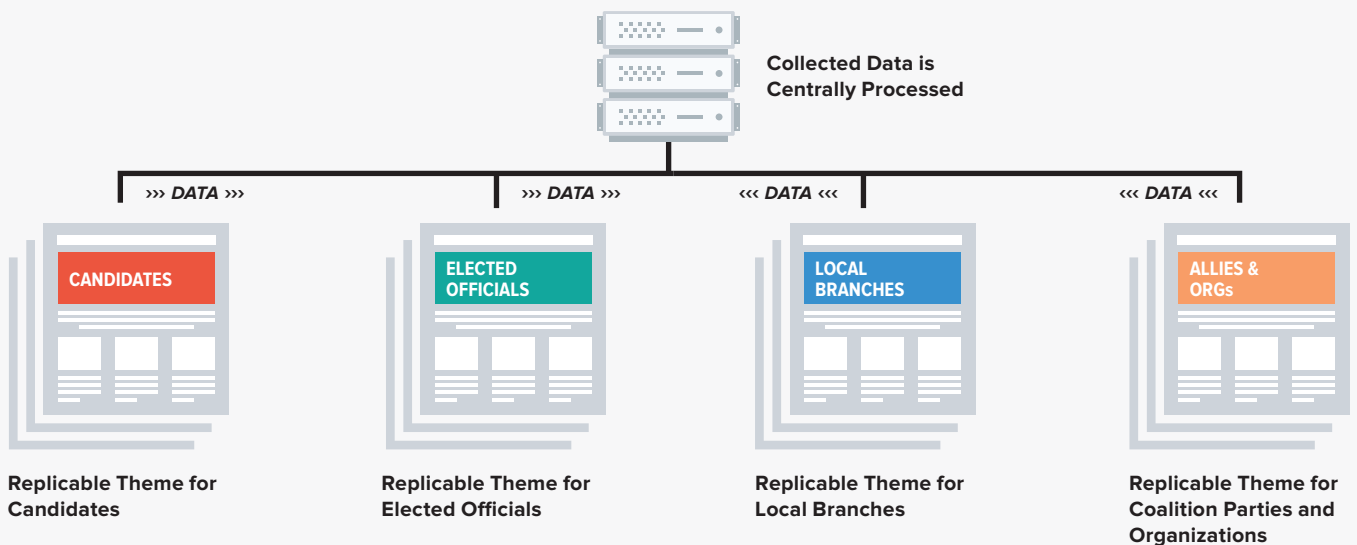
PARTY DIGITAL HUB



This implementation puts NationBuilder at the center of your party's digital infrastructure with all of the incredible organizing power of the platform. This is the ideal option for all parties who don't have an already established fully integrated digital system for their main site or who wish to create a more engaging digital hub for current (or potential) party members.

Example: Scottish National Party www.snp.org

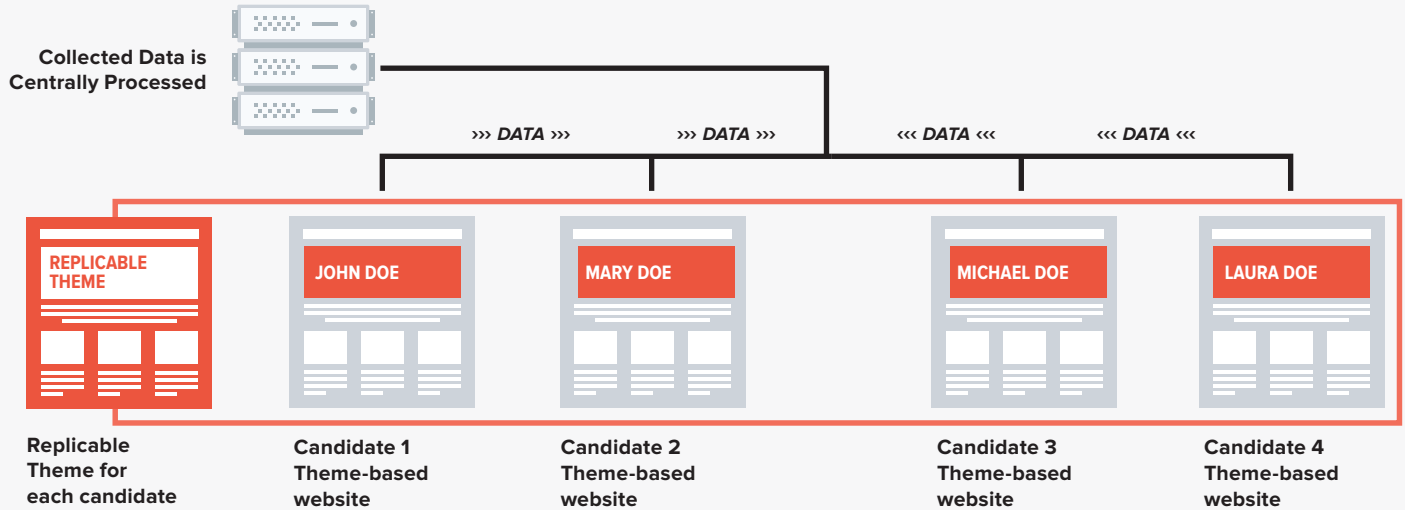
MULTI-USE NETWORK



The benefits of rolling out themes that can be replicated for all party websites offers the advantage of consistency in quality of websites, cost effectiveness, and powerful data implementation utilizing NationBuilder Networks Solution. (http://nationbuilder.com/political_network). Ideal for candidates, representatives, offices, and associated organizations where maintaining consistency and a solid identity is a key issue.

Example: The Labour Party of UK

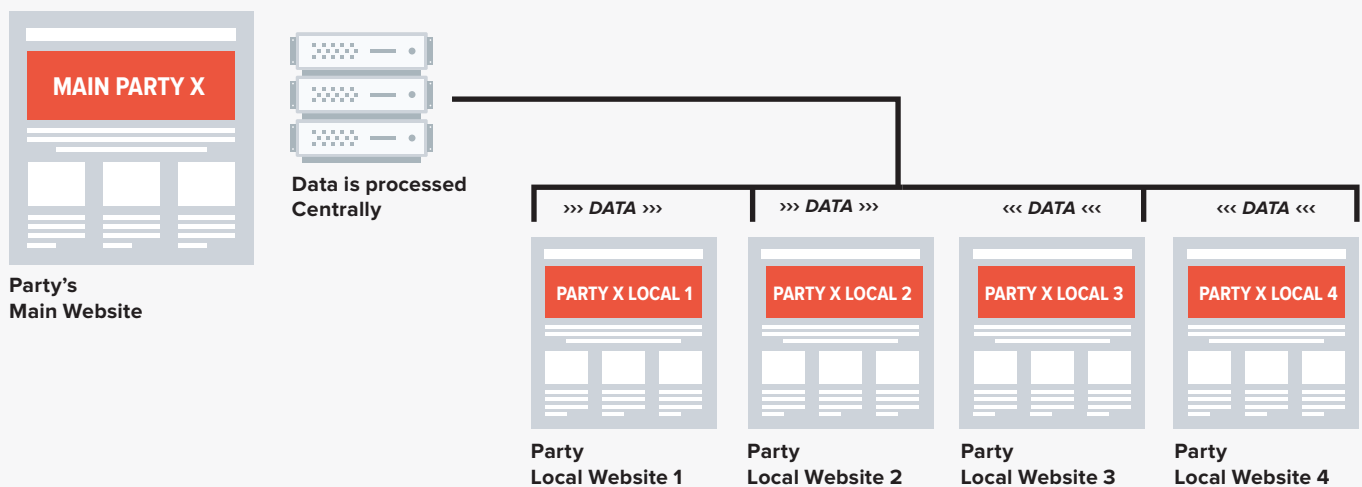
CANDIDATE NETWORK



A powerful option for coordinating a system for your party's candidates during an election cycle. Each candidate has their own individual NationBuilder website with all the tools they need to win. Utilizing NationBuilder Networks and a candidate theme that can be cloned, allows for a huge number of high quality sites to be set up quickly and share data sets with the party's main infrastructure for this election and those in the future. Additionally it allows for strong consistency with the party's brand and visual identity across a great number of websites.

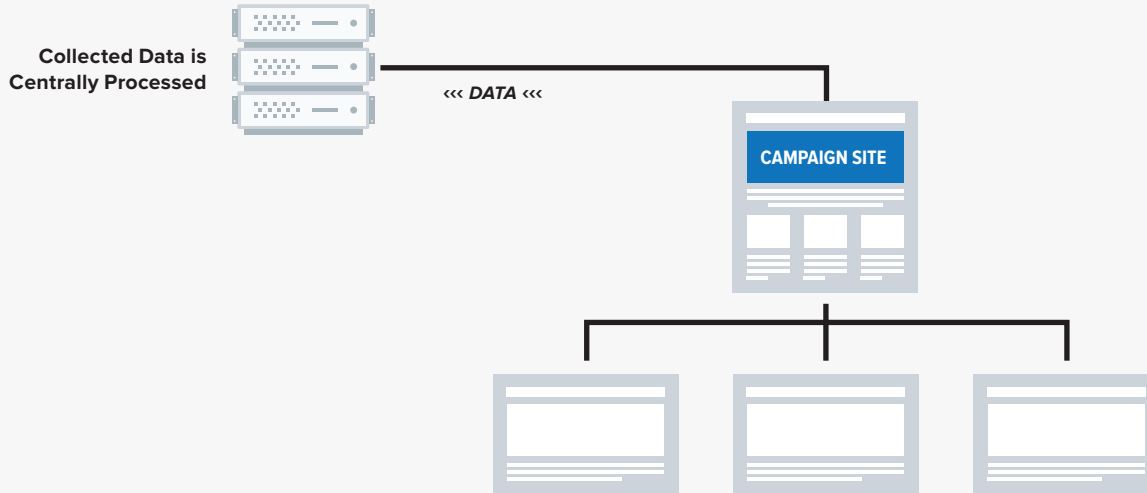
Example: Macron's La République En Marche ! www.tectonica.co/la_republique_en_marche

MAIN SITE + NETWORK



This combines the advantages of both a Digital Hub and Multi-Use Network and is an optimal coordinated full party solution which provides an offering of high quality engagement sites with consistent branding across the entire party's digital infrastructure. The data potential for this type of implementation are enormous as it creates a consistent data workflows between central and local systems.

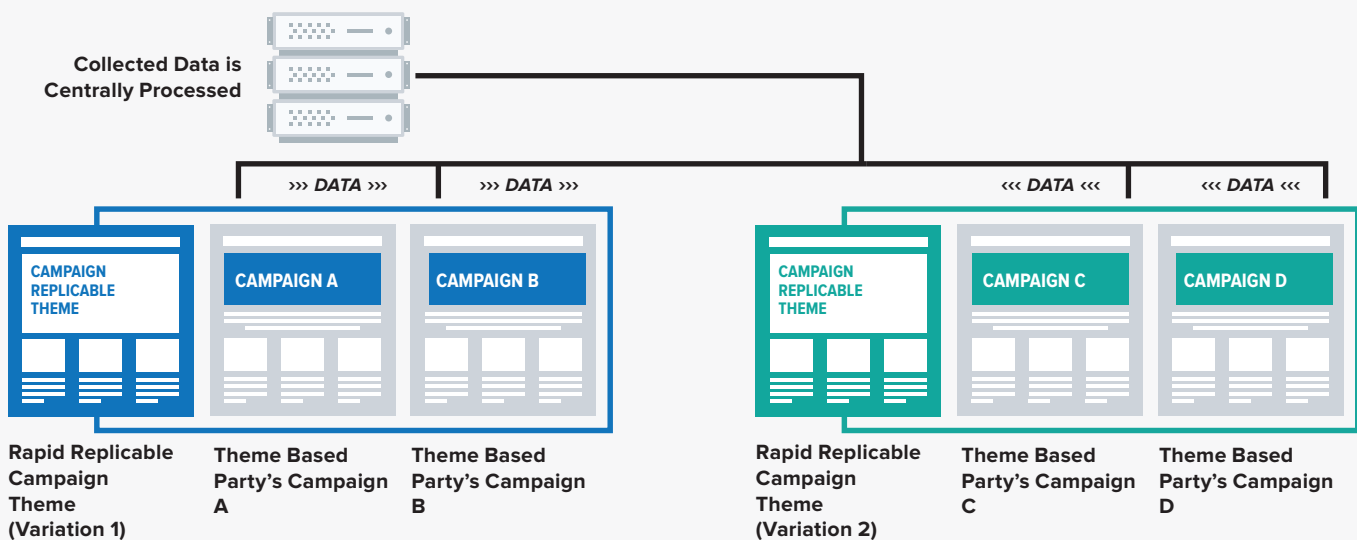
IDEAS-BASED CAMPAIGN



This implementation allows for the set-up of a system apart from the traditional brand and approach of the Party. Focusing on a particular inspiring party leader or a platform of policy ideas allows for engagement and organization of constituents not traditionally highly active in party politics. It is especially useful in those campaigns where there are several call to actions or levels of engagement allowing your team to easily collect valuable data sets.

Example: SPO / Mein Plan A www.meinplana.at

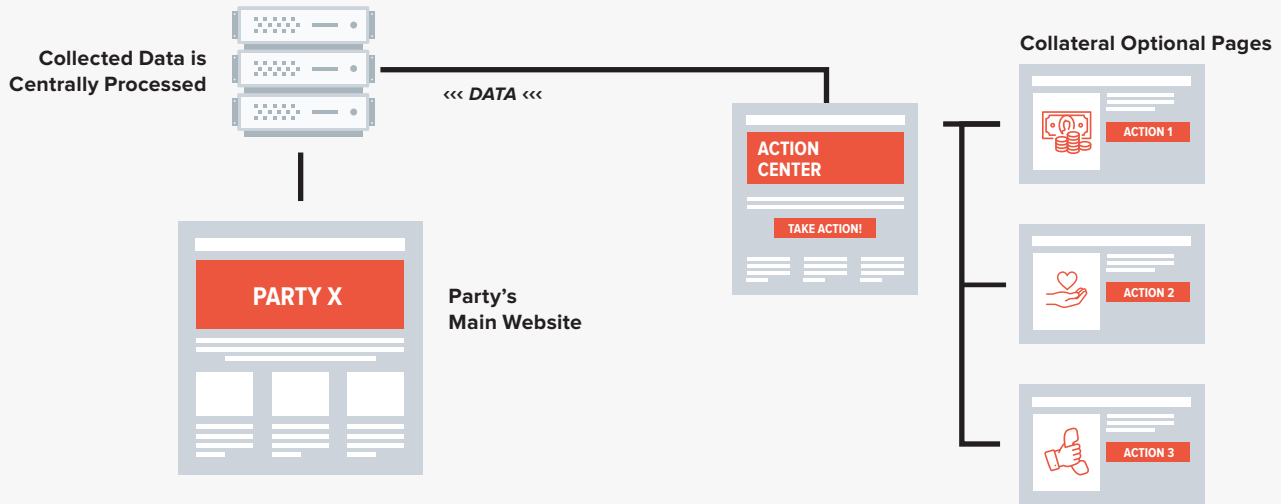
HUB FOR CAMPAIGNS AND REFERENDUMS



Many parties are highly involved in campaigns and political engagement beyond electing candidates to office. Referendums and other types of campaigns are an excellent opportunity to not just promote success of that specific issue but to coordinate and build a data infrastructure for future campaigns and elections. Having a hub for these types of campaigns allows your party to continue to scale its efforts, easily, quickly and cost-effectively adding new campaigns and building each effort upon the efforts of the last.

Example: FDP

ACTION CENTER



Some parties will centralize all of their dynamic activism efforts in a centralized Action Center separate from their main site (which might feature blogs articles, policies information, or other party services). NationBuilder is the perfect tool for this engagement coordination which has the power to turn supporters in party activists.

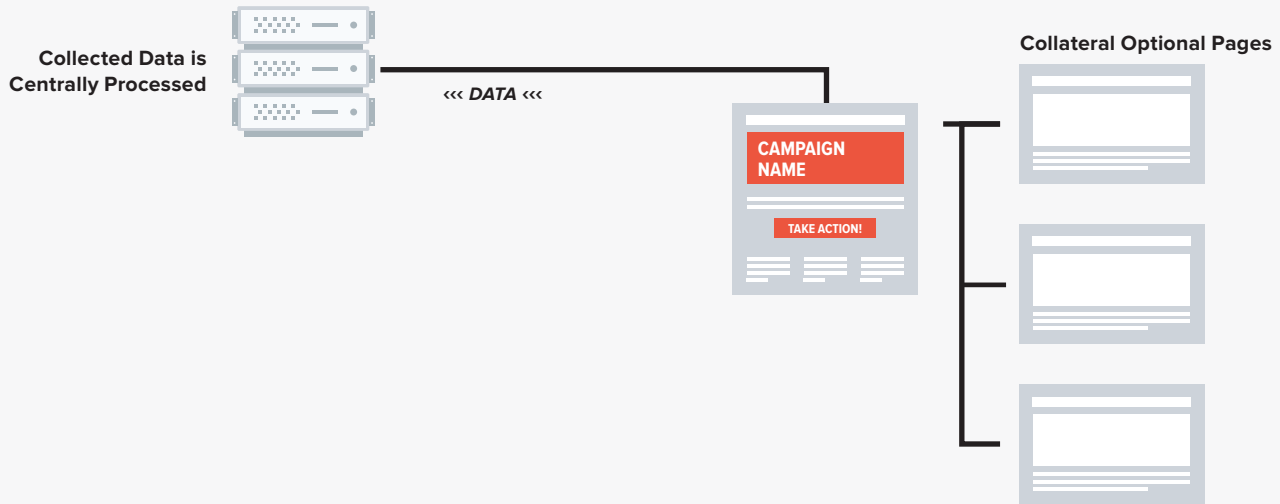
RUNNING FOR OFFICE



It's no longer just about having the perfect digital presence. It's about getting your campaign up and running as fast as possible and having something that is effective at getting the engagement you need to be successful from day one. Whether it is an individual candidate or the head of your party, NationBuilder has the full suite of tools to launch a world-class digital campaign for individual candidates.

Example: Sadiq Khan www.tectonica.co/sadiq_khan_for_london | **Nathalie Kosciusko-Morizet** www.nk-m2017.fr

RECRUITMENT MINI-CAMPAIGN



A microsite or single campaign approach is sometimes a great tool for initial recruitment and engagement of party supporters. Such a campaign can be a simple petition or focussed on a highly important political issue of the moment. More than just a tool for recruitment NationBuilder prepares you to roll out this technique in a way that is ready to mobilize your new supporters. Put all your new people on paths of engagement and think about all the ways you can engage with them over time for them to become loyal advocates for your campaigns.

Example: European People's Party - "Dear Citizen" ! www.dearcitizen.eu

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NationBuilder Networks

Software for leaders

www.nationbuilder.com/network