

NationBuilder Strategic Session

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- There are 24 people on the Wharton NationBuilder Team in Wharton External Affairs involved with bringing this platform to alumni
- Moved all clubs in 6 months, which had previously been done in 7 years, with a time crunch due to contractual obligations
- NationBuilder is used for data and membership management and posting events live on club websites
- Wharton decided on NationBuilder after extensively vetting other vendors
- Did not opt for iModules because
 - We would not have been able to import past data
 - Some of the OmniMagnet challenges also exist in iModules
 - iModules would have only been about 10% better than what we were doing with OmniMagnet – we preferred something much better, especially if we were going to ask club leaders to make the great effort of transitioning to the new platform
- NationBuilder allows us to customize the platform to what you want
- 50% of NationBuilder's customers are political campaigns
- We selected NationBuilder to help place volunteers on a ladder of engagement, placing actions upon actions and encouraging volunteers to become more involved
- Event ticketing has been challenging – the plan was to have this ready and improved in November but this is not quite ready yet
- Wharton is creating a Google document for all of the NationBuilder-related projects AR and IT are working on and the priorities moving forward – this way club leaders know what we are aware of and working on with the goal of transparency and capturing recurring issues
- About 50% of clubs are on NationBuilder
 - Others are still on OmniMagnet, use a different website platform, or don't have a website at all – this is based on the preferences of each individual club
- Staffing transitions in Alumni Relations and Data Management teams in External Affairs and demands of other projects posed a challenge with the NationBuilder timeline
- Similarly, NationBuilder had several political campaign clients in the United States and abroad that took up much of their resources that can now be devoted to customizing the platform
- NationBuilder has tools to drive data-based decision-making
 - Event outreach to those who have registered for past but not current events
 - Texting functionality
- Top priorities

- Refine data sync (March/April 2017)
 - Adding sync from NationBuilder back to Wharton systems
- Improve event ticketing (April/May 2017)
 - Allowing restricting access to tickets to certain membership levels
- Alumni Directory (May/June 2017)
- Reporting tools (June/July 2017)
- Clubs are seeking a higher level of social media integration
- Alumni Relations will provide a list of NationBuilder features that we are excited about
- Clubs have run into issues with communications sent through NationBuilder going to junk mail or promotional inboxes
- Clubs discussed experimenting with sending messages “from” different individuals (i.e., the Club President) to increase open rates and decrease likelihood of emails going to spam folders