

## SOLUTIONS:

### Content Management System (CMS):

Whether you need a simple Web publishing and content delivery mechanism or a sophisticated knowledge-based content management system, Kintera CMS offers flexibility and stability, making it the best solution for all of your Web publishing needs. Since Kintera CMS is integrated with our CRM, it allows you to create online communities of supporters, beneficiaries, activists, members or volunteers and deliver content that is both personalized and targeted to who your Web visitors are and how they engage with your organization.

The CMS module includes more than 160 online tools, including workflow controls, templates, publishing scheduling, personalization, file sharing and reporting. When you connect our CMS to the other modules offered in our Community Engagement Package, your Web presence multiplies. This allows you to engage your supporters seamlessly across all types of engagement devices including: Advocacy, Fundraising, Event Registration, Communities, and much more.

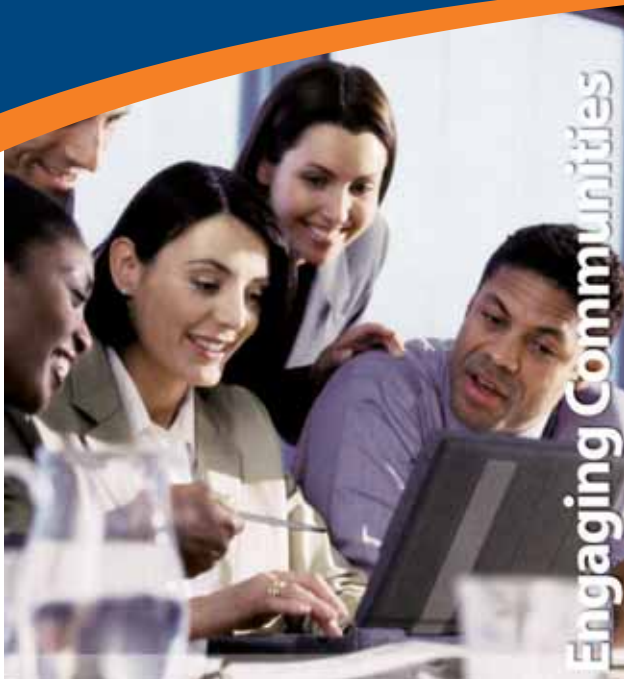
Our system does not require knowledge of HTML or other programming languages and is available securely from any computer, requiring only a Web browser with an Internet connection. Your administrators can create a myriad of Web sites from the most basic content and interactions to highly personalized and customized experiences that can integrate with other applications through syndicated content, RSS and XML.

### Constituent Relationship Manager (CRM):

Kintera CRM allows you to track, manage, and share a common set of records for individuals or organizations in a centralized location. By providing a solid platform for organizing contacts and comprehensive contact information, organizations can more efficiently and consistently follow up with contacts and giving opportunities. It's easy to populate our CRM, either through organic online supporter interactions, administrator additions (through single entry, batch entry or file imports) or integrations with other applications.

Since our CRM serves as the base for other Kintera products (such as e-mail, CMS, events management, fundraising and advocacy campaigns), it makes it possible for you to view all of your interactions with your supporters, and target groups of supporters based on those interactions.

Our CRM is highly flexible allowing you to create your own custom fields, segments and the ability to query your supporters based on any field or interaction. It's easy to get information out of the system as well, as any report or query is exportable to MS Excel or a CSV file which can then be imported into most external applications.



The Kintera **Community Engagement Package** is designed for nonprofits and advocacy organizations that want to engage their supporters and analyze the effectiveness of their membership, fundraising, and advocacy campaigns. This package includes the Advocacy, E-mail, Constituent Relationship Manager, Content Management System, and Fundraising modules. These tools will give you a 360° view of your supporters, allowing you to maximize your fundraising and advocacy campaigns.

When you know what works and what doesn't work with your audience, you can refine and improve your results. All of the information you need on your supporters (interest area, member or non-member, those who donate and take action, and data on donations) is in one place.

- Understand who you are influencing and what resonates with your supporters
- Chart your user's experience by monitoring click throughs on e-mails and newsletters to page views on your Web site and ultimately to successful actions and donations
- Track all interactions with your supporters both online and offline and use that information to drive your personalized communications strategy
- Analyze the effectiveness of past action alerts and donation appeals and push your supporters through your online engagement model

Kintera Sphere™ can also provide you with important metrics on what content and sections of your Web site are driving individuals to take action and make donations, allowing you to determine "hot" content and adjust other content to maximize campaign effectiveness.

[www.kintera.com](http://www.kintera.com)

SOLUTIONS (continued)

**Advocacy:**

Engage your supporters in your mission and take your advocacy program to a new level with Kintera's Advocacy module. This module offers full support for managing e-mail campaigns, advocacy campaign Web sites, and customizable action centers – all the tools you and your supporters need to advocate for your cause. It increases the impact of your organization's online advocacy efforts, draws new visitors to your site, and helps you convert those visitors into prospects for donations, advocacy campaigns, and an online community. Administrators can instantly publish new Web campaigns, determine and add targets, and implement specific fundraising or advocacy tactics and tools depending on the strategies of each online advocacy campaign.

You can provide your supporters with information on important legislation through our bills and votes modules that can be tied to action alerts. Similarly, you can present your supporters with legislator scorecards allowing you to grade elected officials on the issues that matter to you and your organization.

**Fundraising:**

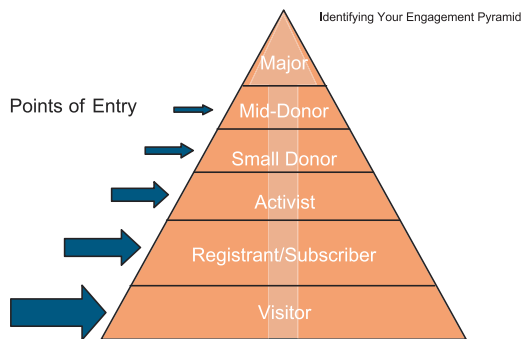
The Online Fundraising Module permits secure real-time processing of online donations and automatically tracks all Internet donations and payments from their source. Our Internet fundraising tools provide sophisticated segmentation, tracking, and reporting to analyze your fundraising results and help you build online relationships with your existing donor base and reach your critical online fundraising goals. Administrators can create fundraising Web pages that can be associated with a different tax status (501C3, 501C4, 527) or organization fund.

**E-mail:**

Kintera E-mail provides everything your organization needs to manage sophisticated and targeted e-mail campaigns with supreme efficiency and control. Send e-mails, fundraising appeals, e-newsletters, action alerts, automatic renewal notices, and other targeted messages that further your goals. Your staff can incorporate the best practices they use in offline campaigns with the superior tracking, speed, and accuracy provided by the Internet. Our system allows you to test communications through a variety of split testing methodologies as well as create recurring messages for welcome series, member renewal notices, or long-term campaigns.

Even those with no knowledge of HTML or databases can quickly create personalized relevant HTML e-mails and segmented e-mails to targeted list pulls. Deliver tailored content and create real-time reports to make more strategic data-driven decisions for future e-mails to your database. Save money, build affinity, and reinforce your marketing messages with Kintera E-mail.

Combined with our Advocacy product, the e-mail tool can be a great way to drive action and grassroots lobbying efforts from standard personalized action alerts to phone actions, lobby days and other offline efforts.



**Feature Highlights**

- Communicate**
- Fundraising appeals
  - e-Newsletters
  - Web site publishing

- Engage**
- E2Action alerts
  - Spread the Word
  - Personalized action centers

- Analyze**
- Individual campaign reports
  - Donation and action history
  - Site statistics
  - Accounting reports

- Add-On Products\***
- Friends Asking Friends®
  - PIN
  - House Party/Meeting Event tool
  - Volunteer Management
  - Web site Design

\*Add-On Products and Services are priced separately.

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