

## boundlessVOICES™

### Exponential Growth in Advocacy Reach

You have a database full of supporters. Supporters have social networks and email accounts full of contacts. Boundless Voices™ brings together your supporters and their contacts, exponentially expanding your organization's reach with advocacy applications for Facebook, email and smartphones.

#### Boundless Voices for Facebook

130 Friends. That's the average for a Facebook user. Utilizing the tools in Boundless Voices for Facebook, constituents share your message and encourage friends to act without having to leave Facebook. Supporters become active grassroots advocates while broadening your audience and strengthening your presence on the most active web destination in the world.

#### Single Data Source, Countless Advocates

Harnessing the power of social networks is made easy with Boundless Voices for Facebook. The application is a hosted solution that lives on Facebook and communicates directly with your third party advocacy system maintaining a single data source. Charity Dynamics performs all updates and maintenance on the application so no additional resources are required from your staff.

#### Advocate, Organize, Recruit

Supporters transform from individual advocates to powerful organizers when they download the Boundless Voices for Facebook application. With access to robust tools, they share their passion for your organization's key issues and encourage friends and family to get involved.



Take action, track activity, and share alerts with friends all from one location.

- 1 Participants donate their profile picture and any posts will display the logo you choose.
- 2 Activity is rewarded with achievement badges.



Encourage friends and family to join the cause with a personal story.

**BROADEN  
YOUR  
AUDIENCE**

**INCREASE THE  
LEVEL OF  
SUPPORTER  
ACTIVITY**

**RAISE  
AWARENESS  
OF  
KEY ISSUES**

**EXPAND YOUR REACH!** [sales@charitydynamics.com](mailto:sales@charitydynamics.com)

## Boundless Voices for Email

Email remains a staple of everyday communications. Individuals we interact with through email are closer, more personal connections than those we stay in touch with through social networks, enhancing the value of appeals made through email. Plus, providing supporters with advocacy tools for different communication channels empowers them to share their passion with all contacts, broadening reach and effectiveness.

### Single Source, Instant Action

Boundless Voices for Email displays a custom branded badge with your organization's most urgent action item in each email a supporter sends. The solution integrates with your third party communications system, making content management and measuring activity hassle-free.

### Supporters Always Informed

Passionate supporters find Boundless Voices for Email simple to use. The application is installed once and all subsequent messages sent include the email badge updated with your latest action item. Constituents are always informed on your latest priority and able to share it with all their email contacts.

Highest priority action item displayed in your branded badge.



## Boundless Voices for Smartphones

Smartphone users love apps. In fact, iPhone users have an average of 37 apps<sup>1</sup>. News, maps, social networking, music, weather, we want to access it immediately with one simple touch. Providing your supporters with an advocacy application for their smartphone makes your organization more accessible, expanding the reach and impact of your message.

### Instant Communication, Immediate Action

How fast can your organization communicate with supporters on urgent actions? With Boundless Voices for Smartphones you can send an alert instantly and supporters can take action immediately. Available for iPhone®, Android™ and Blackberry®, the application is branded for your organization and integrated with your communications system to keep content management simple.

### Advocacy Always Accessible

Supporters enjoy having all the tools they need to be effective organizers on their smartphone. They no longer need to find a computer to take action. With the Boundless Voices for Smartphone application, they are able to view and respond to action alerts, track their activity and spread the message to email contacts and Facebook friends.



Supporters are informed on the latest issues, take action, track their activity, and spread the message.



Facebook integration makes sharing actions with friends and family easy.

**EXTEND  
YOUR  
REACH**

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<sup>1</sup> Nielson, The State of Mobile Apps, June 2010