

CLEAR AND COMPLETE GUIDE TO ONLINE ADVOCACY SOFTWARE

NONPROFIT ADVOCACY BASICS

1

What is Advocacy?

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Advocacy is used when someone wants to effect positive change for a cause that they care about. It ranges from one person advocating for another person's needs to an entire organization advocating for the needs of an entire community.

Why is Advocacy Important?

Advocacy is used when someone wants to effect positive change for a cause that they care about. It ranges from one person advocating for another person's needs to an entire organization advocating for the needs of an entire community.

Advocacy can be defined as the act of publicly recommending or supporting a particular cause.

Each method of advocating has its place and its need within the bigger picture and should be implemented accordingly.

As an organization, you can investigate your own mission and goals and see where advocacy fits in with the work you are doing.

For example, if your organization provides after-school educational opportunities to elementary school students, there is likely an opportunity to advocate on behalf of those students in some form or another. You can make a difference and help your program whether you raise awareness of problems in the education system through public forums, gather parents to help effect change in your community, or take other steps.

There aren't limiting factors on how you advocate.

The important thing is that you DO advocate.

[Choose the best online advocacy software >](#)

Four ways to think about advocacy



SUPPORTING



PLEADING



DEFENDING



ARGUING

2

What is Online Advocacy Software?

Online advocacy software makes it simpler for nonprofits to raise awareness of their causes and help change legislation in ways that will further their missions. This type of software helps organizations put their supporters in touch with the right leaders and otherwise mobilize them to reap political change.

BENEFITS OF USING ONLINE ADVOCACY SOFTWARE

Amplify the Voice of Your Activists

You have passionate supporters that need a platform. Rally your base around the issues that you care about and give them tools and direction to contact legislators online, on social media and on the phone!

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Organize A Movement

Keep supporters up to date on policy issues, use email and social publishing to coordinate protests, marches, or other events, and use event registration tools to drive participation and commitment.

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Personalize Your Outreach

By understanding what's important to your supporters, Online advocacy software empowers you to engage on topics that are most relevant to them. Whether it's social justice, legislative change, or regulatory compliance, understanding what they're interested in and presenting relevant content is the key to personalizing your communication and interactions.

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Unleash Action on Any Devices

In the world of advocacy, timeliness is everything. Being able to reach your supporters quickly with the right message wherever they are is essential. Great online advocacy software makes it easy to create targeted actions that supporters can interact with on any device including mobile.

Get a Free Demo of Salsa's Online Advocacy Tools

Discover how Salsa's online advocacy tools will help you mobilize supporters to sign petitions email legislators, tweet reps, an influence federal, state and local policy.



[GET A FREE SALSA DEMO >](#)

3

Features of Online Advocacy Software



Constituent/Legislator Automatch

Match supporters with the leaders and legislators in their areas that can make a difference. experience.



Targeted Letters

Automatically fill out webforms on legislator websites, so supporters can send targeted messages to leaders by simply typing their names. Automate form submission, sending messages directly to leaders' inboxes to increase the likelihood they'll be seen.



Powerful Dashboards

Gain quick insights with powerful dashboard tools that let you run a variety of reports on advocacy actions and advocates. Export reports into CSV files for deeper analysis.



Click to Call Advocacy

Some politicians avoid their constituents at all costs and it's hard to get your voice heard online. Use click to call tools to automatically connect supporters to phone number of the right legislators in their district. Unleash your army of activists and burn the phone lines down!



Social Advocacy

Give your advocates the ability to directly Tweet a Rep or Facebook message a Rep and use social actions to put pressure on legislators in a multi-channel way!



Online Petitions

Facilitate the process of effecting change with convenient, one-click petitions. Advocacy software enables your organization to build customized online petitions for multiple campaigns, collect virtual signatures, and send your petitions to legislators with ease.



Legislator Lookup

Give your supporters and other website visitors the ability to easily find their federal, state, and local elected officials just by entering their zip code!



Content Syndication

Create email, petitions, and targeted action content and send it through to your chapter organizations or affiliates. By taking design work off their hands, you save them time and let them focus on organizing for action!

EMAIL MARKETING FEATURES

Action Alerts

Easy drag and drop tools let you build and broadcast a targeted action alert in minutes with flexible, drag-and-drop email advocacy tools. Schedule action alert emails and social posts at the same time for greater reach!

Email Automation

Automate any email message or campaign you might need: from individual emails to targeted drip campaigns to welcome campaigns that send when new subscribers join your email list.

High Deliverability Rates

Ensure that your emails will always reach donors' inboxes with a deliverability rate of over 99%.

A/B Testing

With A/B testing, you can divide your list to send multiple versions of the same campaign. Test out subject lines and email bodies, then use your insights to hone your email marketing strategies.

Other Communications Features

Social Publishing

Integrate your social media pages and post on Facebook, Twitter, Instagram, or other social media sites directly from the software platform.

Social Matching

Match supporters' email addresses with their various social media pages. Incorporate those pages into their donor profiles to stay connected with them over social media.

Social Sharing

Make it simple for supporters to share your posts with their social networks with user-friendly social sharing and "Tell a Friend" features.

Facebook Connector

The most modern online advocacy platforms connect with Facebook allowing you to interface with Facebook messenger and track your Facebook paid advertisements. Extend your reach with Facebook!

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4

Advocacy Software FAQs

How Can I Start An Advocacy Campaign?

Successful grassroots advocacy campaigns are led by strategic organizers and facilitated by passionate supporters and powerful software.

[Learn more about planning an advocacy campaign for nonprofits >](#)

Is Online Advocacy Training Available?

Salsa's eLearning platform, will train your team to maximize Salsa Engage advocacy tools, and our strategic partners offer grassroots campaign educational courses. [Learn 6 strategies for running an advocacy campaign >](#)

What Is Grassroots Software?

Grassroots software is another term for advocacy software which helps nonprofits **build a list** of grassroots supporters, communicate with them, and amplify their voices through email, social, targeted actions and petitions.

How Does Advocacy Benefit Nonprofits?

Advocacy software for nonprofits allows organizations to engage their supporters outside of the scope of asking for donations. For supporters, the chance to advocate for a cause they care about can further connect them to your nonprofit. [See how advocacy fits into your fundraising strategy >](#)

Is Advocacy Always Political?

Advocacy for nonprofits is about bringing communities together to incite positive change toward your cause. While advocacy often involves influencing decision-makers with petitions and mobilized efforts, it is not inherently partisan.

[Learn more about local and state advocacy >](#)

What's The Best Online Advocacy Platform?

An independent digital agency, Firefly Partners, ranked Salsa "Best Advocacy Platform" in their [2016 Guide to Online Engagement Tools >](#)

Which Advocacy Tools Are Most Important?

Advocacy tools for nonprofits must be targeted, social, and ideally, integrated with **your nonprofit CRM** to be effective. While every nonprofit will require a different solution, the best advocacy tools should encompass the aforementioned features.

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