

DONORTRENDS

SOCIAL LEADERS™

FIND YOUR VOICES



There's lots of buzz around social networks, but many fundraisers are still struggling with how to turn that buzz into contributions and advocacy actions. DonorTrends brings you SocialLeaders™, a service specifically designed to give you the actionable information needed to identify the "influencers", "missionaries" and "recruiters" in your constituency, and target both your online fundraising and advocacy campaigns:

- What social network(s) are most popular with your donors and activists?
- What percentages of your donors have profiles on social networking sites?
- Which sites are the most popular with your donors? With your advocates?
- What are the demographics of your donors on the most popular sites?
- Who are the "most connected donors" a.k.a. "who has the most friends"?
- What are the social network URL's of my donors?



DONORTRENDS

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With DonorTrends SocialLeaders™, you'll gain the actionable insight you need to reach your supporters where they are most active and have the greatest influence.

All you need to provide is their e-mail address, and you can screen not only those who have donated, but also those who have registered on your website. In just a few days you will know which social networks your supporters are using to have conversations, discussions, and interactions and have an invaluable window into their influence potential. It's a simple 3-step process:

1 Upload email addresses of your constituents, donors and advocates.



2 SocialLeaders™ quickly identifies social influencers, missionaries and recruiters on your file.



3 Evaluate reach of your core influencers and strategize accordingly—all guided by DonorTrends' Actionable Advice.



Networks include: Facebook, LinkedIn, Twitter, MySpace, Plaxo, Tickle, Ringo, HI5, Bebo, Flickr, Flixster, BlackPlanet, MyYearbook, Multiply, Yahoo! 360, LiveJournal and Perfspot. Analysis also provides information on ecommerce and publication sites.



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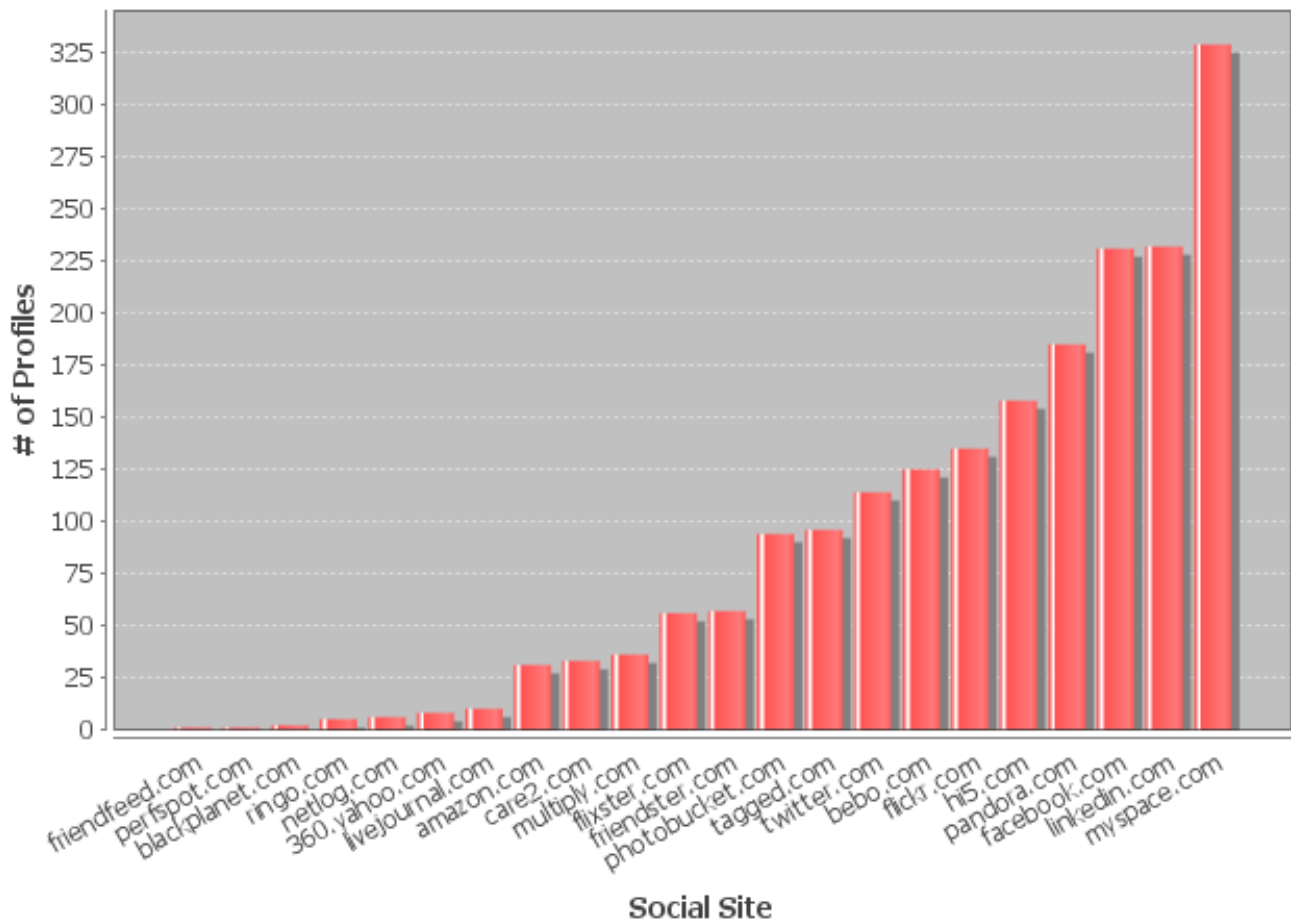
SAMPLE REPORTS

The following pages contain a sampling of the reporting provided through SocialLeaders™. To learn how you can get started today, call a DonorTrends Solutions Specialist: 1.866.948.9363. It's a conversation worth having.

Site Usage

Quickly determine on what sites your constituents are most active.

Social Networking Site Usage Analysis

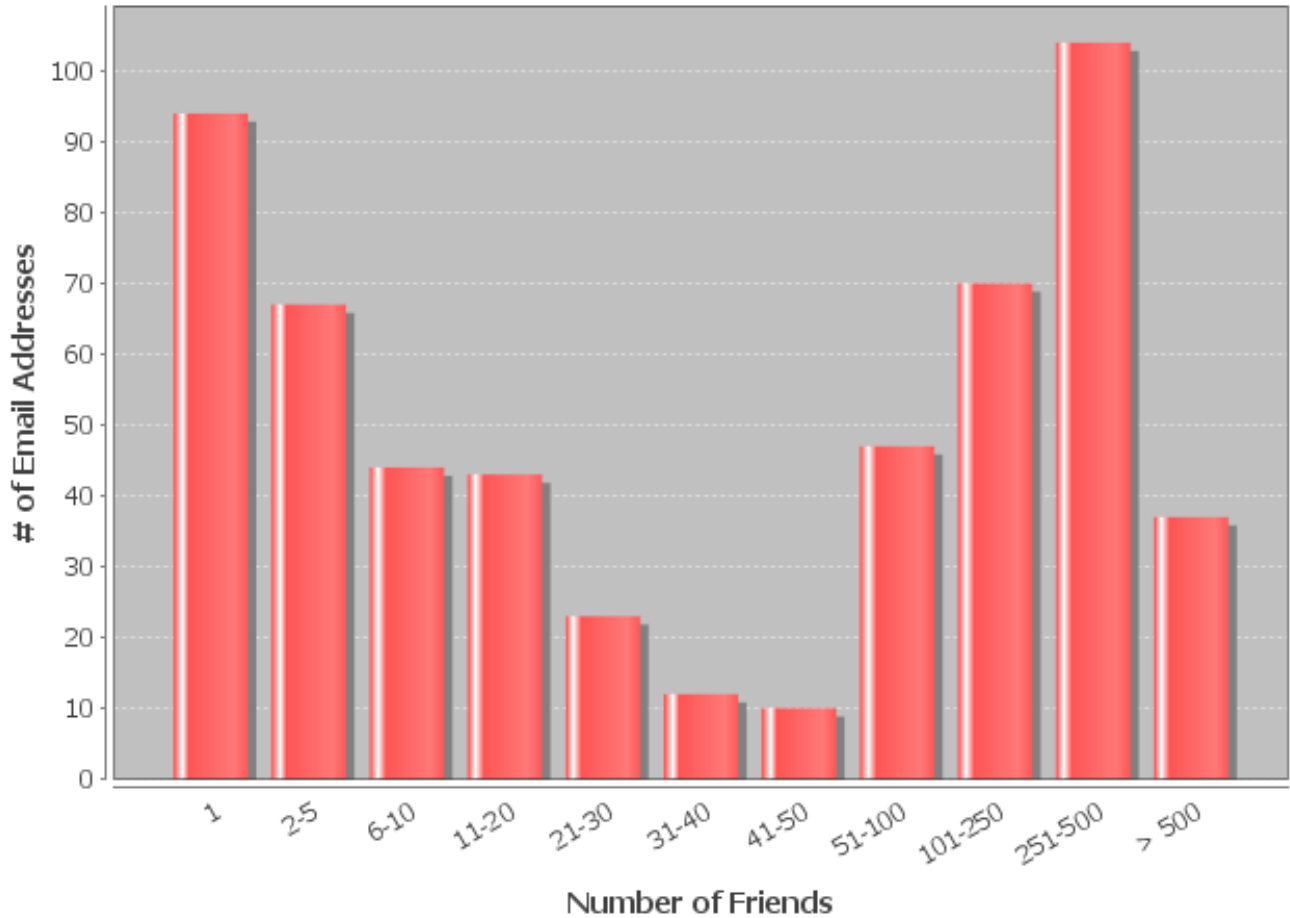


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Friend Analysis

Who of your donors and advocates have the largest reach?



Other Reports included but not depicted:
Email Longevity: Member Since Analysis
Domain Name Analysis



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SAMPLE REPORTS

Demographics by Site
Understand the age and gender mix of your file by site

Age Analysis

