

THE FULL PACKAGE

Why using Engaging Networks to integrate advocacy, fundraising, and email pays dividends

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WHO AM I?

BEN CHILDERS - DIRECTOR OF ACCOUNT SERVICES, NORTH AMERICA

- Former math teacher
- Former Raiser's Edge Power User
- Former Salesforce System Admin
- Former Major Gifts Officer
- Current Director of Account Services

Agenda

1. Quick literature review
2. The Big Hurdle
3. Hopping into the platform
4. Q&A

What's out there to read?

- [Guide Star - 6 Tips for Turning Advocates into Donors and Vice Versa](#)
- [sgENGAGE - From Advocate to Donor in 4 Steps](#)
- [Kindful - Turning Advocates Into Donors & Donors Into Advocates](#)
- [Jeff Rule - Breaking Down Silos to Achieve the Connected Nonprofit](#)
- [ELEVATION - Turning Advocates into Donors: 5 Strategies You Need to Try](#)
- [boardable - Break Down Silos at Your Nonprofit with These Strategies](#)
- [Philanthropy Daily - 4 ways to break down 'silo mentality' in nonprofit organizations](#)
- [Jeff Rule - The Connected Nonprofit](#)
- [M+R - Benchmarks Study 2020](#)

Where is my data?

The Engaging Networks Platform

Having a full-service, integrated eCRM makes it easy to target and convert supporters, advocates, and donors.

Why?

1. All your data are in one platform
2. All your tools are in one platform
3. No need to rely on syncs - this makes you more nimble
4. Your donors and advocates can move seamlessly between roles

Let's see all the tools we can use



The screenshot shows the Engaging Networks login interface. At the top, the logo features the word "engaging" in a red, italicized font and "NETWORKS" in a bold, black, sans-serif font. Below the logo, there are two input fields: "Username:" and "Password:". Each field has a small icon of a speech bubble with the number "5" inside. Below the password field, there is a link that says "Forgotten your password?". At the bottom right of the form area, there is a yellow "Login" button.

Thank You.

Check out our Engaging Networks Foundations Series at www.engagingnetworks.net/resources/foundations

BEN@ENGAGINGNETWORKS.NET