

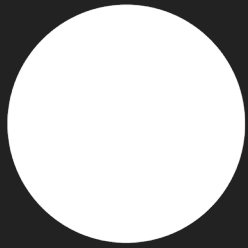


CiviClick

AI-Powered Grassroots Advocacy Technology



AS SEEN IN...



**USA
TODAY**

**Campaigns
& Elections**

Chicago Tribune

DAILY CALLER

GRIT DAILY

The Premier Startup News Hub.

Medium

**“Chazz Clevinger is
revolutionizing civic engagement
in the digital age”**

USA TODAY

INDUSTRY RECOGNITION

- Best Advocacy Technology Platform
- Best Grassroots Advocacy Campaign
- Best Advocacy Advertising Campaign
- Best Political Consultant: 40 Under 40 Award
- Best Issue Advocacy/Public Affairs Website



DON'T JUST TAKE IT FROM US

“

CiviClick enables us to reach lawmakers in ways other advocacy tools have never allowed. It is truly unique in its ability to leverage AI technology to create more meaningful engagement. CiviClick's suite of technology tools is unrivaled and has helped turbo-charge our advocacy campaigns.



Saul Anuzis - President
American Association of Senior Citizens

“

Chazz and Chris at CiviClick have saved us again and again whenever we have a new campaign that needs to launch in minutes, not days. We are very impressed with CiviClick's attention to messaging strategy, targeting, technical chops, and their rapid response customer support.



Jonathan Villar- Marketing Manager
Digital Restaurant Association

CiviClick Leadership

**Chazz Clevinger,
Founder & CEO**



CiviClick
Chief Executive Officer



OneClickPolitics
Chief Executive Officer



SevenTwenty Strategies
Vice President



Phone2Action
Director of Sales



CQ Roll Call
Senior Sales Executive



The White House
Office of Strategic Initiatives

AAPC
★ ★ ★
40 UNDER FORTY

AMERICAN ASSOCIATION OF
POLITICAL CONSULTANTS

WINNER

**CHAZZ
CLEVINGER**

CEO, CiviClick



WHO WE HELP

Associations

- ▶ Cut through the noise at City Hall, the State Capitol, or Congress with AI-assisted constituent messages.
- ▶ Track ongoing member engagement on legislative and regulatory campaigns.
- ▶ Assess the impact of your advocacy campaigns with custom reporting and analytics.
- ▶ Discover the opinions of your members with survey and storytelling tools designed to create impactful dialogue.



Non-Profits

- ▶ Launch campaigns to inform, educate, and mobilize your supporters to become donors and advocates for your cause.
- ▶ Process donations from your supporters to fund your advocacy efforts and fuel membership growth.
- ▶ Protect your nonprofit status by limiting the amount money you spend on lobbying activities with an affordable subscription to CiviClick

WHO WE HELP

Agencies

- Scale engagement on advocacy campaigns quickly and easily with owned audiences of up to 85 million activists across the United States and Canada.
- Integrate with Salesforce, NationBuilder, Facebook Lead Ads, Zapier, Mail Chimp, Google Analytics, LiveRamp, LeadsBridge, TradeDesk, StackAdapt, or Xandr.
- Create custom landing pages, embeddable web-forms, tracking pixels, UTM parameters, and custom CSS.
- Flexible pricing plans on our agency-specific product for short-term campaigns on behalf of multiple customers.



Companies

- Educate employees on public policy issues that impact your company and give them a voice with lawmakers and regulators.
- Highlight company initiatives and give your employees the opportunity to participate in corporate social responsibility campaigns.
- Promote civic engagement and community involvement with opportunities for volunteerism.

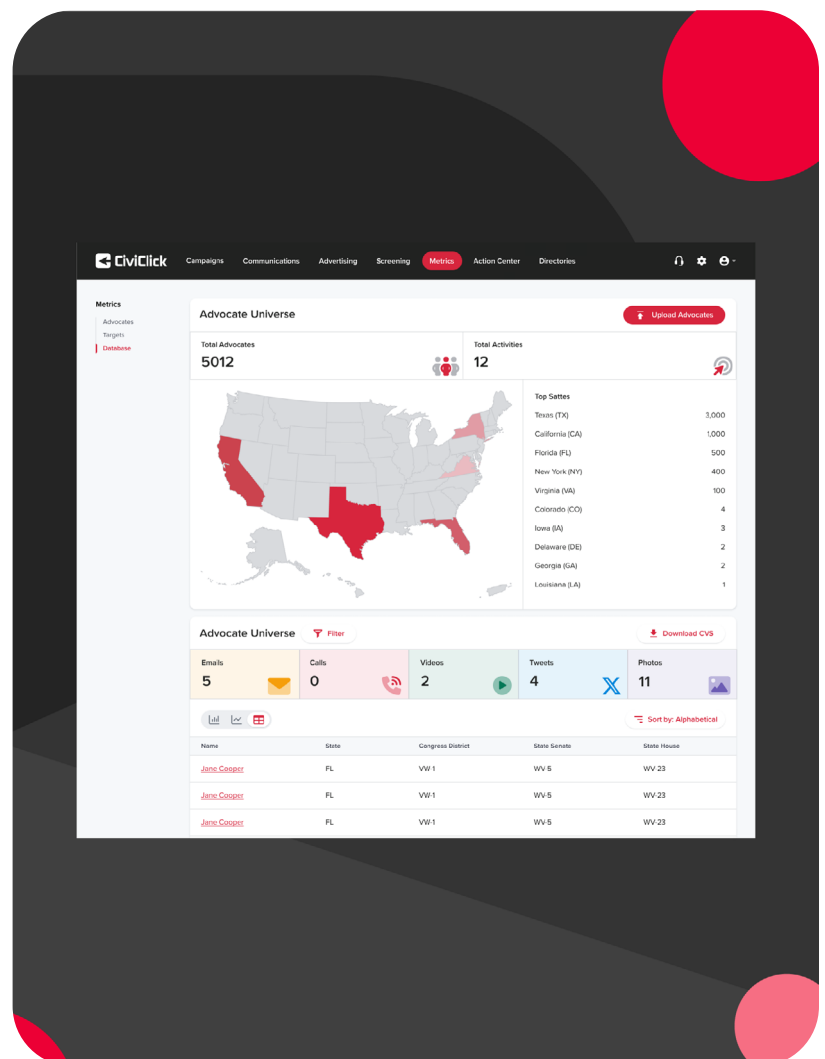
About CiviClick

CiviClick is reliable and modern grassroots advocacy software at its finest. With so many legacy vendors to choose from, CiviClick exists to bring digital advocacy, public affairs, and government relations professionals innovative technology solutions that are as forward-thinking as they are easy-to-use.

The first and best AI-Powered grassroots advocacy platform

With CiviClick's state of the art technology and artificial intelligence message assistance, clients can create custom advocate segments that actively increase engagement and reward participation.




When you partner with CiviClick, you say goodbye to useless form letters, broken integrations, confusing analytics, bad legislative data, and slow customer service. CiviClick helps you reach the right decision-makers with the best message to deliver winning results for your campaigns.

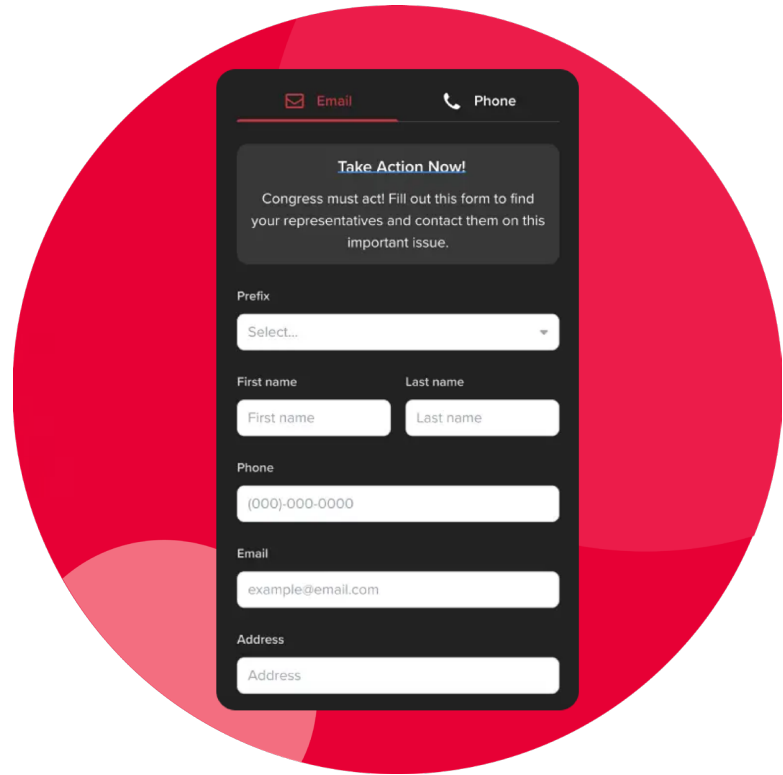


Key Features



CiviClick

Auto-Filled Webforms

-  Auto-populates advocate data into customizable web forms.
-  Increases advocate conversion rates by an average of 23%.
-  Reduces “Time Required to Take Action” by 3-8 seconds.



Omni-Channel Communications

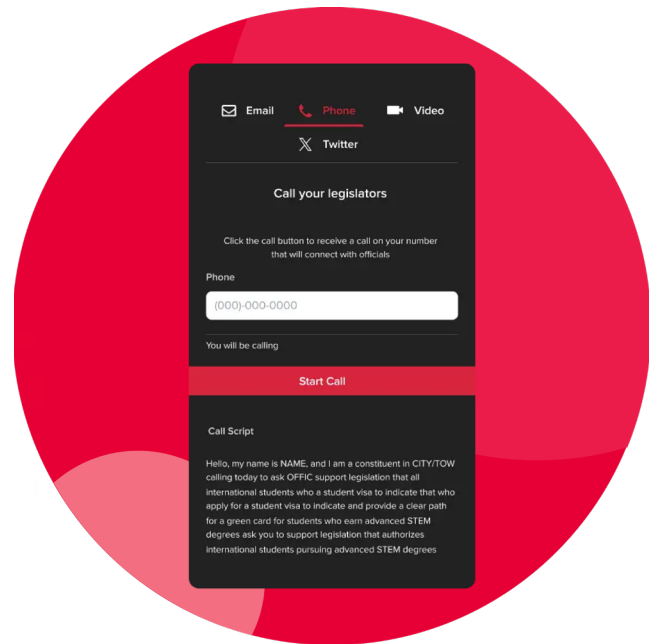
-  Allows for the simultaneous and instant submission of Email, Fax, Facebook and Twitter messages to elected officials with the click of a button.
-  Social media messages are posted directly to elected officials' Facebook and Twitter pages instantly.



Key Features

Patch-Through Calls

- ➔ Our system connects advocates with elected officials with just a click.
- ➔ Advocacy calls are tracked by advocate, legislators contacted, and call duration.
- ➔ Record a custom voice greeting with instructions for your advocates.

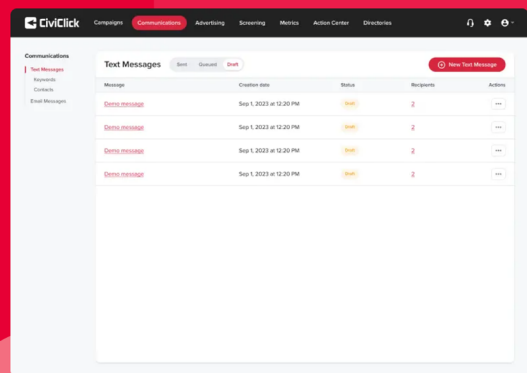


AI Powered Automatic Message Generator

- ➔ Auto-Randomizing
- ➔ Unlimited subject lines & message bodies.
- ➔ 86% greater chance messages of not being flagged as a form email by legislative staff.
- ➔ Smart Targeting Ability: Republican vs. Democrat


Text Messages & Mobile Keywords


- ➔ Advocates who text you receive links to automated action alerts, surveys, or fundraising appeals.
- ➔ Our advocacy tools are mobile responsive so advocates can take action directly from their iPhone, Android, or tablet.
- ➔ Text the word "Advocate" to 313131 to receive a sample link for a mobile action alert.




Key Features

Video Messages to Elected Officials

 Advocates can activate the camera in their iPhone, Android, tablet, laptop, or desktop to record up to 30 second video messages that can be sent directly to elected officials.

 Videos are submitted into a queue for approval prior to delivery to elected officials to ensure quality control.

 Elected officials can access a unique portal to view video messages.

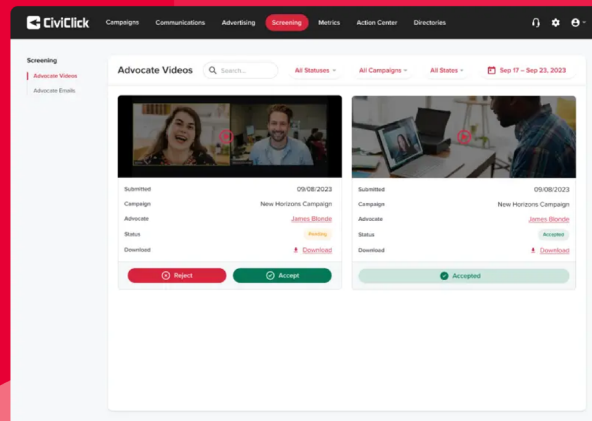



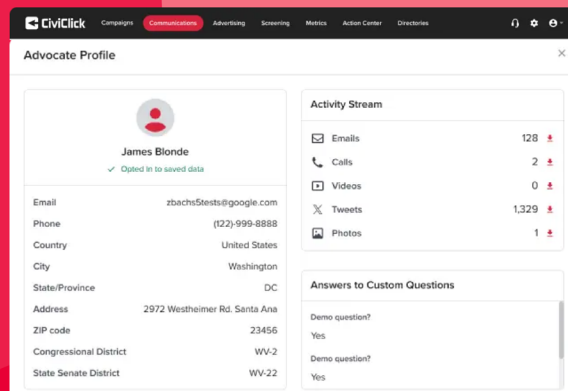


Photo Messages to Elected Officials

 Advocates upload personalized pictures of themselves to create a digital campaign card.

 Go for the “wow factor” with elected officials by delivering hundreds of personalized campaign cards from your advocates digitally or via hard copy.

 Add custom information like political affiliation, voter registration status and campaign contribution history.



CiviBoost

Recruit High-Performing Advocates Who Consistently Take Action on Your Policy Issues.

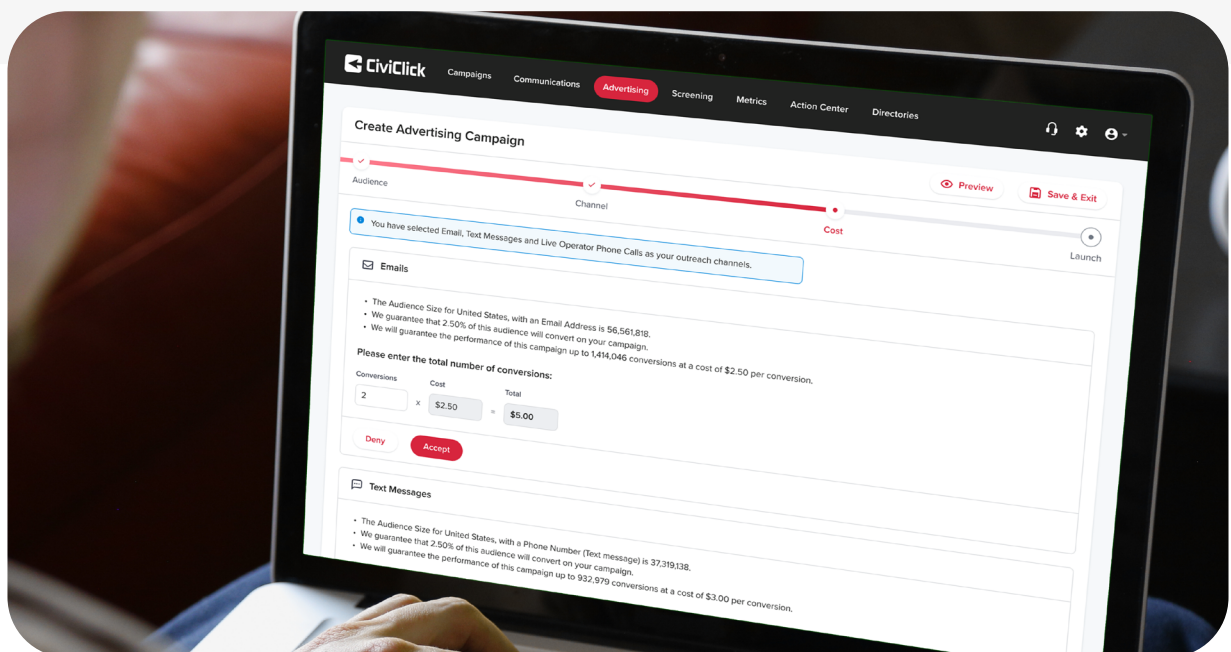
Tired of paying for useless impressions or having Meta restrict your ads because they are too political? Need to drive thousands of emails or petition signatures to Congress or a State Legislature? How about thousands of regulatory comments to the FDA? Hundreds of phone calls or videos to the Mayor of LA? How about pledges to testify at a New York City Council meeting? If you answered yes to any of these questions; then try CiviBoost. You won't regret.

Guaranteed Response Programs

CiviClick will market your policy initiatives to our proprietary database of over 28 million people across the United States.

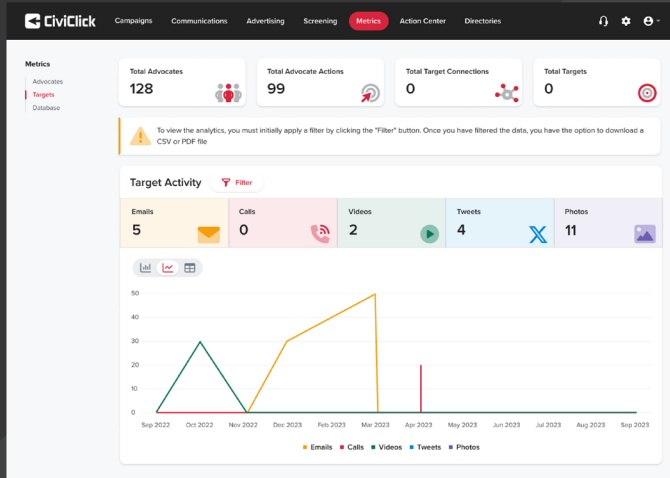
We reach our audience through email, text messages, live operator phone calls, social media, display field canvassing, and hundreds of web properties that we manage and maintain through out network.

We can help you with email list acquisition, regulatory commenting campaigns, legislative advocacy campaigns, ballot initiatives, petitions, referendums, independent expenditures, etc.



Performance Marketing for Public Affairs

CiviBoost



Pay for Performance

Only pay for actual conversions – not impressions. No more set up fees, ad creative fees, project retainers, or charges for useless activity that doesn't amount to anything. It's as simple as saying "I need 15,000 advocates to email Congress by the end of week to save funding for XYZ." Our answer is "Cool, let's do it. We'll get you to 15k on time or your money back."

The screenshot shows the CiviClick Policy Issue Interests form. It is a grid of dropdown menus for selecting various policy issues. The categories include Education, Guns, Cannabis, Consumer Freedom, Religion, National Security, Senior Citizens, Labor, Taxes, Transportation & Infrastructure, Abortion, Energy, Health, Economy, Agriculture, Criminal Justice, Civil Liberties, Animals, Environment, and Social Issues. A 'Save & Continue' button is visible at the bottom right.

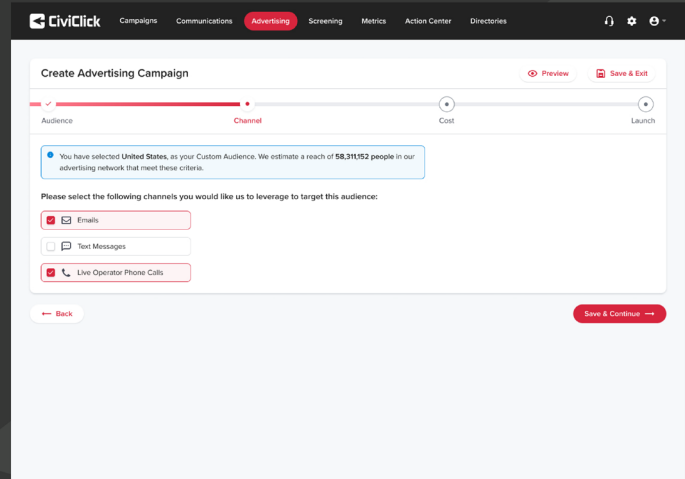
Policy Interest Tags

CiviBoost has over 89 policy interest tags ranging in interest from cannabis and sports betting to abortion and second amendment rights. We also track party affiliation, age, gender, religious affiliation, and dozens of other key data points to help you target only the best advocates.

CiviBoost

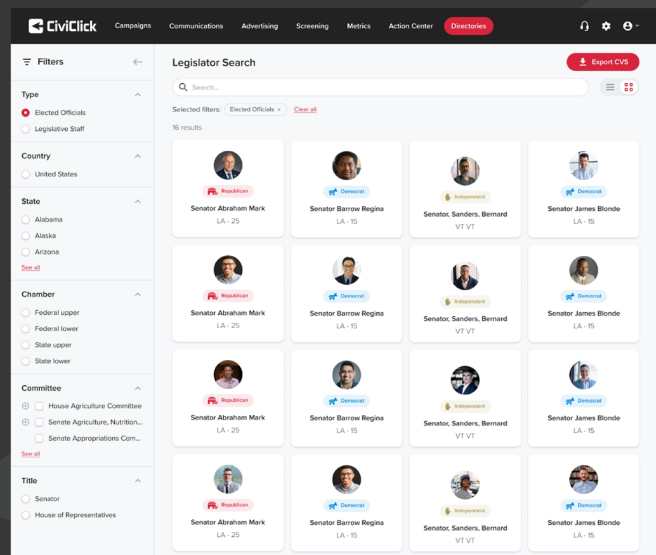
Multi-Million Person Database

CiviClick maintains one of the largest closed audience databases of activists in the nation. Each activist is tagged by their individual policy interests. Through partnerships with leading data companies and publishers, we are able to expand our already enormous reach even further to give you access to the most incredible network of online activists available.



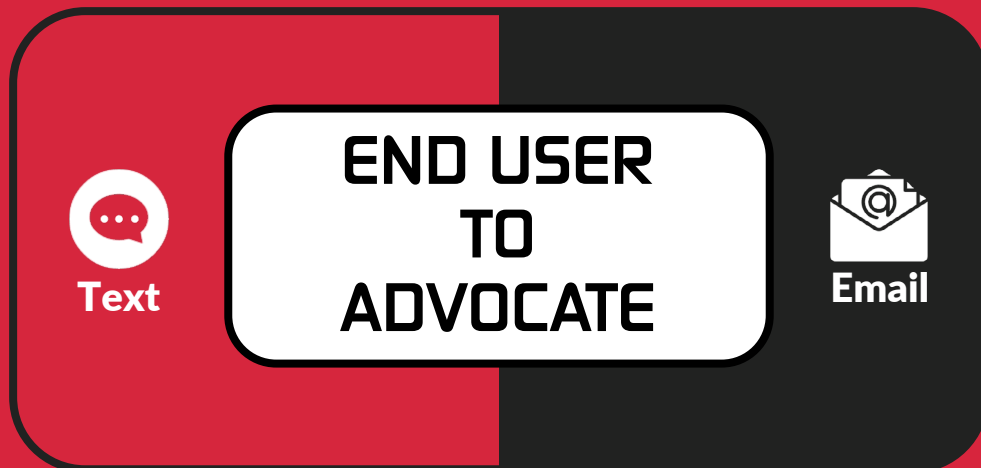
Direct Marketing

We can reach potential advocates by email, peer-to-peer text, live operator phone calls, display or social media advertising, and field canvassing. Almost no audience (except the lost city of Atlantis) is beyond our reach.



Key Features

COMMUNICATION CHANNELS



Analytics

Campaign Activity Analytics



KEY METRICS

Monitor web traffic and advocate actions by activity, campaign, date range, legislators contacted, etc.



ADVOCATE SCORES

Score advocates based on over a dozen unique engagement metrics and export campaign data into Excel or PDF.



Advocate Profiles



ADVOCATE DATA

Import, collect, track and analyze individual activity data on each of your advocates.



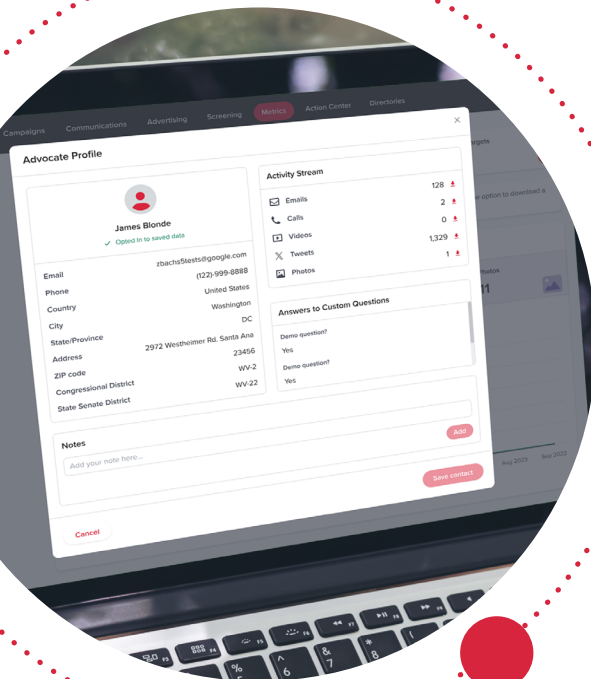
ENGAGEMENT

Track engagement across campaigns on an advocate's individual activity timeline.



SURVEYS

Enhance advocate profiles by conducting key contact, demographic, and policy surveys.



Analytics

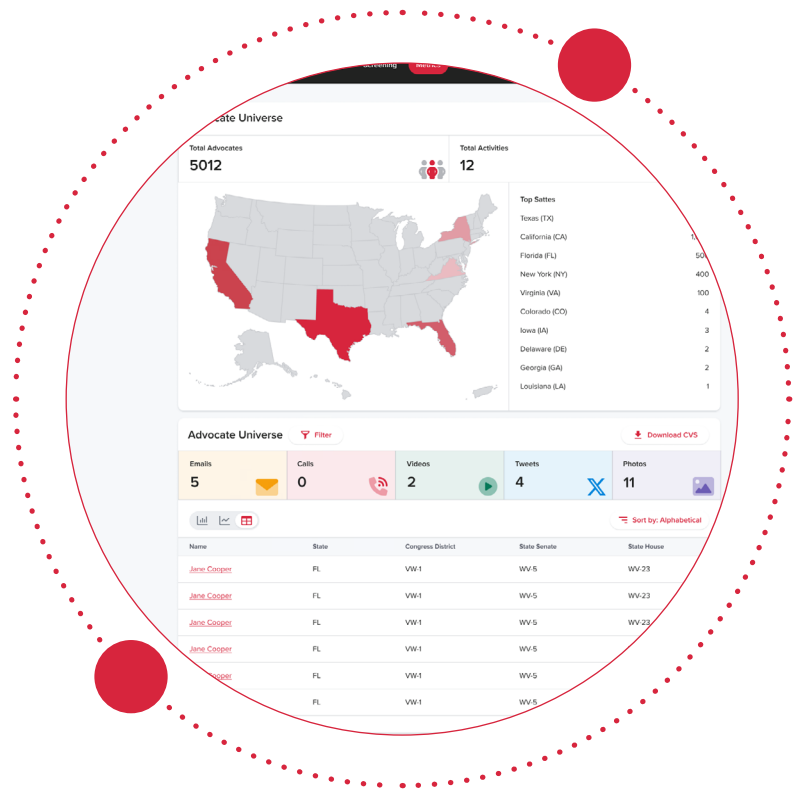
National Advocate Universe Map



Analyze the number of advocates you have in a geographic area or legislative district.



Target advocates based on location for district-specific “calls to action” or regional town-hall events.



State & District Advocate Map



Analyze the number of advocates you have in a geographic area or legislative district.



Target advocates based on location for district-specific “calls to action” or regional town-hall events.



ARE YOU READY TO TAKE YOUR DIGITAL ADVOCACY PROGRAM TO THE NEXT LEVEL?

*SCHEDULE YOUR
DEMO TODAY!*

 **CiviClick**
www.civiclick.com

