



PROGRESSIVE
NATION



NationBuilder

Progressive Nation Presents... NATIONBUILDER BOOTCAMP

April 27 & 28, 2019
9:00am - 5:00pm

CSI Regent Park
585 Dundas Street East

SPECIAL OFFER

Only \$990 CAD

*(includes 2 full days of training +
continental breakfast & lunch)*
**Regular rate \$1250!*

Turbocharge your nation with this bootcamp hosted by Progressive Nation in partnership with NationBuilder. After two days of intensive learning led by NationBuilder themselves, you will:

- ✓ Better target contacts and drive them to action
- ✓ Fundraise more effectively
- ✓ Enhance your data segmentation
- ✓ Canvass more surgically
- ✓ Communicate better with supporters

Limited spots available. **Build a better nation. Register today!**

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Register online: ProgressiveNation.ca/bootcamp

BOOTCAMP CURRICULUM

Relationships

Understand how paths and goals help distribute leadership across your team. Learn how to build relationships at scale by tracking engagement with people and organizations. You'll master all the valuable features of the people database.



Communication

Keep all your data in sync by attaching email addresses, social media accounts, and virtual phone numbers to your nation. Learn how to target, draft, and send blast email communications, and track your impact with email statistics.



Targeting

People engage with an organization for a variety of reasons. Learn how to target people based on their past interaction with your nation, expressed interests, and geographical location using tags, filters, and map view.



Website

Learn how to create pages, publish content, and manage your website settings. Build action pages to nurture engagement and encourage sharing on social networks.



Finances

Learn how to effectively track the success of current fundraising efforts, the progress of individual fundraisers, and how to manage relationships with key contributors. Understand how to accept donations from the control panel or website and how to log, search, and export transactions.



Advanced Email

Learn about email service provider options and best practices for opting people into your email communication, including segmentation. Understand how your email reputation is affected by spam, engagement, and list size. Learn how to use A/B testing with larger lists to optimize your email.



Community Engagement

Learn how to deepen engagement and expand your reach by empowering supporters through leaderboards, public profiles, and custom social capital. Understand how to implement page permissions to offer exclusive or members-only content on your website.



Data

Learn how to effectively manage your nation's data infrastructure. Understand the basics of unique identifiers, importing and exporting, and how to use tag sharing to sync contact information with like-minded organizations.



Field Tools

Deepen your understanding of filtering, householding, and turf-cutting to target effectively and run your canvassing efforts on NationBuilder. Understand how to organize and scale your field outreach with scannable walk sheets, virtual phone banking, and online surveys.

