



RED
STAMPEDE

Websites that harness the **supporter-enabling** and
fundraising potential of the Internet



PRODUCT FEATURES

SITE
MODULES



FUNDRAISING
TOOLS



MY SOCIAL
NETWORK



SITE & CONTENT
MANAGEMENT



REPORTS &
ANALYTICS



For more information, please visit:

[WWW. REDSTAMPEDE .COM](http://WWW.REDSTAMPEDE.COM)



MODULES



Description

- Red Stampede websites are packed with a set of modules that have been developed to help you find, recruit, engage, and cultivate new and existing supporters for your organization.

- [www. REDSTAMPEDE .COM](http://www.redstampede.com)



SOCIAL SIGNUP

By offering multiple methods of registration, your organization will remove potential barriers to user adoption and also allow your supporters to tailor their experience and specify their interactions with your organization. Our Social Signup module provides multiple registration methods allowing anyone to quickly and easily join your organization.



YOUR VOICE

To build and cultivate an online community, it's imperative to provide certain tools to encourage an open and meaningful dialogue with your organization. The "Your Voice" module allows anyone to quickly submit comments, questions, or feedback to your organization.



SEARCH

Ensuring information is easy to find and relevant to what is being searched for is vital to building a sustainable following online. Our Search module is unique in that we not only index site content; but we also index user profiles, groups, blogs, and events to provide a more in-depth and thorough search.



INTEGRATED APPS

All Red Stampede sites can integrate email, calendaring, and document sharing applications to help keep both your staff and supporters on the same page and up to date with your organization.



SOCIAL CONNECTOR

Our Stay Connected module allows your supporters to easily connect with you on other external platforms from your site. This provides your supporters the option of where they would like to engage your organization without having to search for you. Site administrators control which platforms are linked to from your site and can quickly and easily change or update new sites through the Admin Portal.



BRANDED TV

Our custom Branded TV application automatically reads a YouTube page and organizes the videos based on a specific tag given to the video in YouTube. There can be up to 5 categories and 50 videos in each category. Once the application is set up, changing the categories and the videos is as simple as editing the YouTube video tags.



SHARE

Our Share tools will help you exponentially reach more people and make it easier than ever for you to turn everyone into advocates for your organization.



ACTIVITY FEED

The Activity Feed is a real-time auto-scroll of every activity or action taken by anyone on your site. This is a great tool to entice more user generated involvement and can also be a great way of showing your breadth of support.



SOCIAL INTEGRATOR

Just as it is important to provide your site visitors the option of interacting with your organization on other external platforms; it is equally important to connect and integrate your external platforms back into your site allowing you to maintain a complete presence online across multiple platforms.



COMMUNITY RECRUITER

One of our most powerful modules, the Community Recruiter allows you and your members to exponentially increase your ability to reach new people by tailoring and micro-targeting each point of contact to a specific feature or tool. This module provides the next generation of communication and goes much further than the traditional "forward to a Friend" tool of the past. Now, you and your members have the ability to easily import contacts from external sources and recruit them to a specific activity or action, interest, or item within the platform.



CHAT

Servicing your site's visitors is a great way to have a strong first impression and build loyalty. Our Chat module will allow you to greet and/or provide assistance to anyone visiting your site and will immediately demonstrate your organization's commitment to service.

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DONATION PROCESSING

The donation processing system is a fully secure and tested web-form that accepts all major credit cards and can process both single and recurring gifts. Administrators may create an unlimited number of donation pages, each fully customizable and always branded to your organization. Each page may also include an offline giving option if applicable.

- ✓ Accepts MasterCard, Visa, American Express, Discover
- ✓ Separate billing and shipping addresses allowed.
- ✓ Allows user-input of the donation amount.
- ✓ Accepts Single and recurring donations (Authorize.net only)
- ✓ Can show or hide form fields based on the value of another form field.
- ✓ Validation of field data before submitting to the payment processor
- ✓ Option to add a donate offline box to the donate page



PAYPAL INTEGRATION

You can integrate a PayPal contribution option into any of your existing donation pages in order to provide your supporters with multiple giving options.



PERSONAL FUNDRAISING PAGES

Rapidly increase your bottom line by providing your supporters the tools they need to help raise money for your organization. Each registered user can easily create his or her personal fundraising page in two simple steps. Your supporters can promote, recruit, and track their fundraising progress from within their personal dashboard and win rewards for their success. This is a great tool that anyone can use to have a tremendous impact on your organization with very little effort.

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PERSONAL DASHBOARDS

Our Personal Dashboard feature allows your supporters an organized snapshot of his or her overall interactions with your organization. The dashboard serves as the “administrative portal” for each registered user and is where they are able to perform any call to action, completely personalized and tailored to each user’s preference.



BLOGS

Allow your supporters to create and express their views on issues or anything else they wish to express. Recognize your user’s outstanding blog postings by promoting a specific blog posting to the home page.



FRIENDS

Allow your supporters to meet, engage and become friends with other supporters through your site. Each registered user may invite their contacts to join your organization and may also connect and interact with other existing site users all from within this module.



NOTIFICATIONS

Allows each registered user to indicate and specify their preferred method and frequency of notifications as a result of certain actions taken on the site by either them or another registered user.



PERSONAL PROFLES

Each registered will have a personal profile which shows other members who they are, why they support the organization and what actions they have taken on behalf of it. Each profile page contains easy to navigate menu items to provide quick access to the site features and tools available.



EVENTS

Allow anyone the ability to host, attend or share an event whether user generated or organization generated. The event module will allow your supporters the tools they need to easily create, plan and execute any type of event.



MESSAGES

Provide registered users an email tool where they may send and receive public and private messages from other registered users or receive a global message sent by site administrators to all registered users.



BROWSE / SEARCH

Allow your supporters the ability to quickly and easily search and find what they are looking for. The browse feature provides all site users multiple methods of searching other users, site content and activities and actions.



ACTIVITY INDEX

Encourage your supporters to harness their competitive nature through contests and other activity driven campaigns. Our Activity Index allows you to easily assign point values to every possible action a user can take on the platform. Recognize and reward your top point earners and motivate others by offering point driven incentive premiums.



GROUPS

Build and cultivate teams of people with a common interest, location or purpose. Groups are a powerful tool to build coalitions within your organization that are focused on a single objective or area, or activity.



FUNDRAISE

Provide your supporters a powerful tool to allow them to have a direct impact on your bottom line. Each user has an administrator created personal fundraising page that they may use to raise and track contributions to your organization. Each user may use the existing title, description and goal set for them or may customize each component to their liking to allow them to control their tool set.

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SITE MANAGER

Our Site Manager allows you to easily control and manage all modules, tools and content in the website platform as well as any external systems or applications that have been integrated; giving you one system, located in one place, for a complete solution.



THEME MANAGER

Our Theme Manager allows you to manage the site's graphic design and easily update the look and feel of the website without affecting the wireframe or functionality of the site



CONTENT MANAGER

The Content Manager allows you to easily create, revise, and/or delete content pages, press releases, news stories, and site menus.



CONSTITUENT MANAGER

The Constituent Manager allows you to specify the fields, values, and content for any action page including our volunteer signup form, the activity index, and the Pledge Your Vote module.



FUNDRAISING MANAGER

Our Fundraising Manager allows you to create and customize an unlimited number of donation landing pages and personal fundraising pages.

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SITE

Our Site Report Manager includes Google Analytics but also dives deeper to provide administrators summary snapshots and detailed reports that can be viewed online or downloaded. Quickly and easily access information about your site's visitor interactions and page flow, which tools are most effective in building your online community, and how active are your current members.



CONTENT

Our Content Report Manager allows site administrators to see the number of unique views of each blog posting, news story and press release, with each linked to the content. Administrators are also able to view any reported content submitted for review.



FUNDRAISING

Our Fundraising Reporting Manager allows site Administrators to run and download reports of all successful and unsuccessful donations as well as the top fundraiser during a specific time period or since inception. Because our donation module has been customized to ensure campaign finance compliance, each report will contain the information you need to file your fundraising reports with the applicable regulatory agency.



CONSTITUENT MANAGER

Allows site administrators to view and download reports about your volunteers, endorsements, top point earners, top recruiters, and pledged votes.

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ACT TODAY

LAUNCH THE
STAMPEDE