



Springboard is...

A **Digital-First** engagement platform that helps nonprofits catalyze support for their cause.

Jackson River and the Springboard platform have played an integral role in handling the massive outpouring of online support the ACLU has received in the past few months. Their platform provided the firepower to deal with hundreds of thousands of gifts and petition submissions, and their dedicated and skilled team have been working with us at all hours to keep the data flowing through our systems.



Marco Carbone
Associate Director of IT
ACLU



Springboard...

powers **creative, flexible, mobile-ready forms**, enables **personalized communications** with your supporters, and collects **extensive, insightful data** to help you advance your digital marketing.

LOOK WHO'S POWERED BY SPRINGBOARD





<p>FUNDRAISING</p> <ul style="list-style-type: none"> One-click donations Sustainer upgrade, upsell & update Donor portal Personalized ask amounts DIY & peer-to-peer fundraising Ticketed events Multi-currency 10+ payment methods & gateways 	<p>MARKETING</p> <ul style="list-style-type: none"> Dynamic, personalized campaigns Social sharing Affiliate groups & conditional content Integrated Facebook login 	<p>ADVOCACY</p> <ul style="list-style-type: none"> Federal & state One-click petition signing Tweet Your Legislator Custom targets & groups Easy-to-use targeting Reliable, transparent message delivery Recent signers lists & goals 	<p>EMAIL</p> <ul style="list-style-type: none"> Newsletters & asks Marketing automation Triggered messaging Personalized email Autofill & upgrade links
<p>ANALYTICS</p> <ul style="list-style-type: none"> Source code tracking Social source & influencer ID capture Advanced tracking via tags Device detection & reporting 	<p>CREATIVE CAMPAIGNS</p> <ul style="list-style-type: none"> Unlimited, flexible forms 1-step, 2-step, & fully custom Natively mobile-responsive 100% customizable layouts Pixel-perfect user experiences 	<p>INTEGRATIONS & SECURITY</p> <ul style="list-style-type: none"> Salesforce & AppExchange Springboard APIs Donor databases Testing & analytics tools PCI-compliant architecture 	<p>SUPPORT</p> <ul style="list-style-type: none"> Long-term partnership with ongoing team Phone, email, & chat Knowledge base

SPRINGBOARD PLAYS WELL WITH



What Is Digital-First Technology?

Digital-First is a methodology for ambitious organizations to keep pace with rapidly evolving marketing strategies and the increasing expectations of their supporters. Digital-First Technology provides nonprofit marketers with cohesive, corporate-scale, best-in-class software. It prioritizes good content, facilitates data-driven insights, and automates and personalizes ongoing marketing activities. Best of all, it can grow over time with nonprofits' new ideas, giving supporters a unified experience with a cause — regardless of channel.