



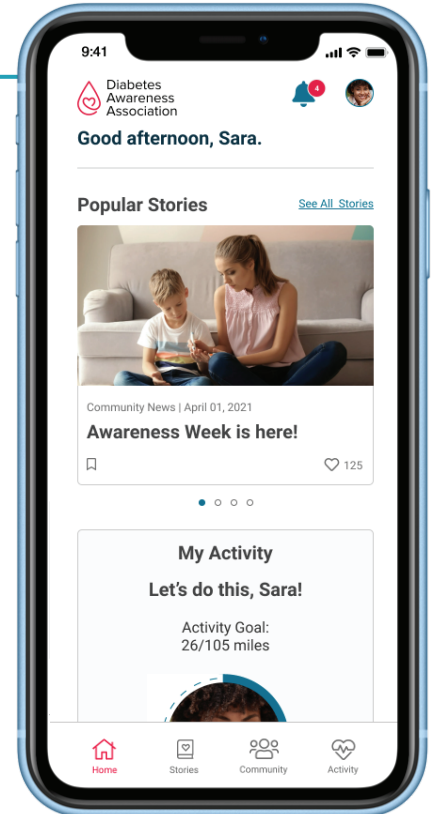
# PRODUCT OVERVIEW

## Bring Your Mission to Life

Your organization's mission is more critical than ever before. But beyond the events or campaigns, how do you encourage people to take action or engage with like-minded individuals in support of something larger than themselves? You need to find ways to continue those connections and to strengthen and grow those relationships year-round.

Our new mobile app solution, Engage by Charity Dynamics™, does just that. It's designed to broaden your constituency on the engagement side and build a stronger, more stable support funnel by:

- Fostering engagement
- Building community
- Cultivating support
- Increasing mission awareness



Why an app solution? Because your supporters are spending a lot of time — 4+ hours per day — on their mobile phones. And 90% of that time is spent in apps versus a browser. Thus, Engage can always meet your constituents where they are.

## About Charity Dynamics

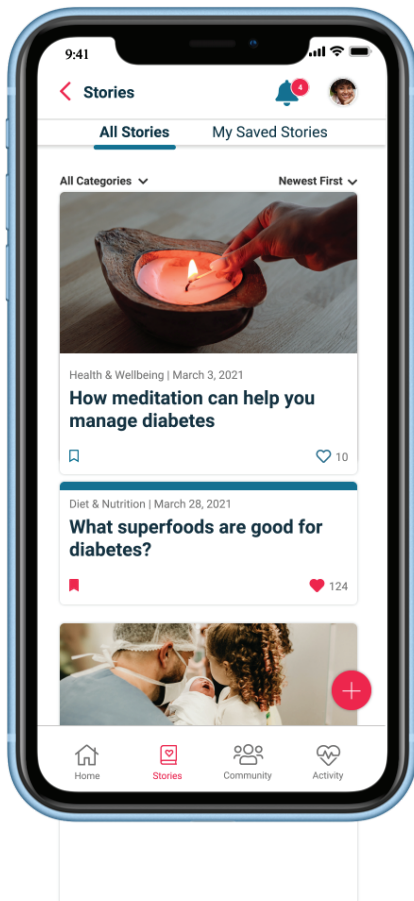
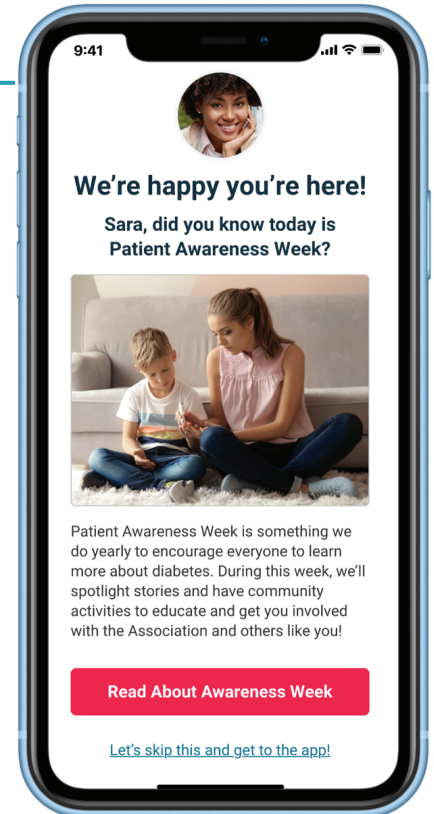
Founded in Austin, Texas, in 2004, Charity Dynamics is a full-service digital marketing and fundraising agency focused on leveraging technology to generate results. We're strategists, developers, designers and project managers. We're tech gurus, data nerds, idealists and difference-makers. We're passionate about our clients and connecting them with the right digital solutions and innovative technologies.

We work with 70% of the Top 30 peer-to-peer organizations and have been privileged to partner with many of the leading nonprofits in North America.

## Serving Personalized Content

Engage offers a customized user experience based on a person's relationship with your organization. Segmenting your audience by their connection to your mission and organization helps you to personalize content for and build deeper relationships with your supporters.

- **Announcement Screens** — These calls to action can be personalized, utilizing text, images or videos, and point to other sections on the app, such as a community forum or activity tracking. Announcements can be pushed live when they meet certain user criteria and delivered according to a particular timeline or based on workflow. And when a user completes one call to action, you can then present the next one and so on.

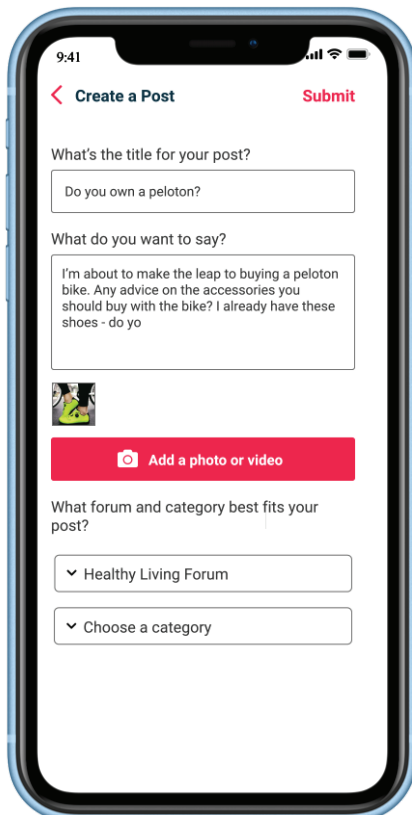
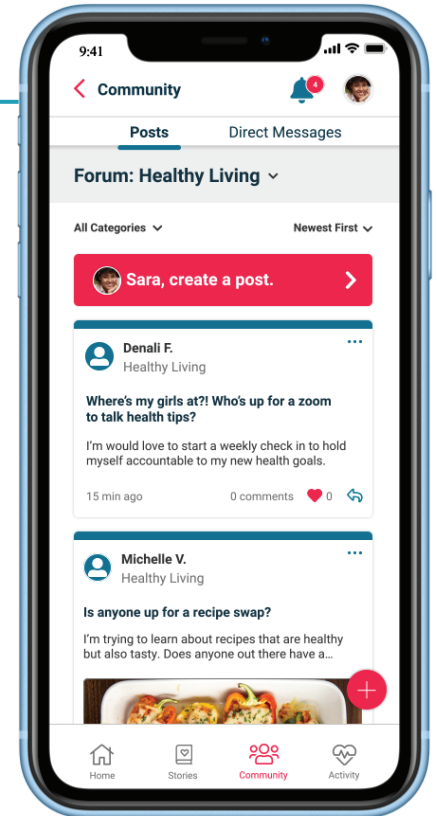


- **Personalized User Dashboard** — Content connected to the user's indicated interests and groups is pulled to a central dashboard, including relevant stories, activity challenges and community posts.
- **Stories** — You can provide material that educates and connects users to your mission — and this content is refreshed on the backend, so new content is being regularly delivered. Users can like, bookmark and share stories and even search for stories in different categories.

## Building a Community Experience

Engage allows you to build a stronger community that goes beyond an event through ongoing user engagement. Again, the app allows for a customized experience where like-minded supporters can come together to learn, share and encourage one another.

- **Forums** — You can create community forums that are tagged to different topics or tied to specific groups, such as previous event participants. This type of collaboration and connection can bring a sense of comfort and empowerment to supporters who are going through similar experiences.



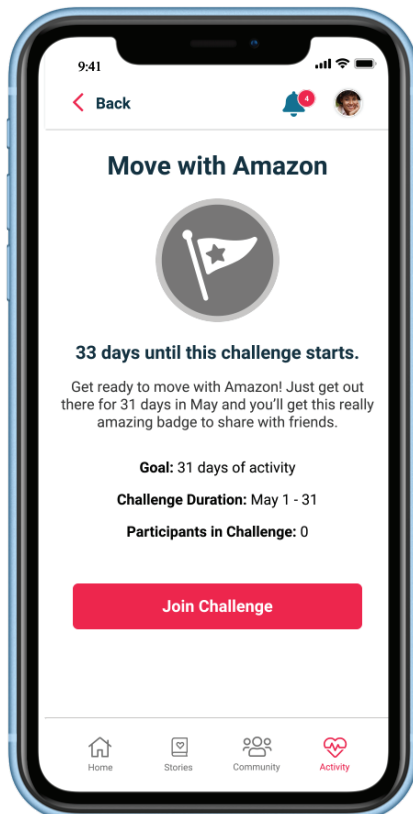
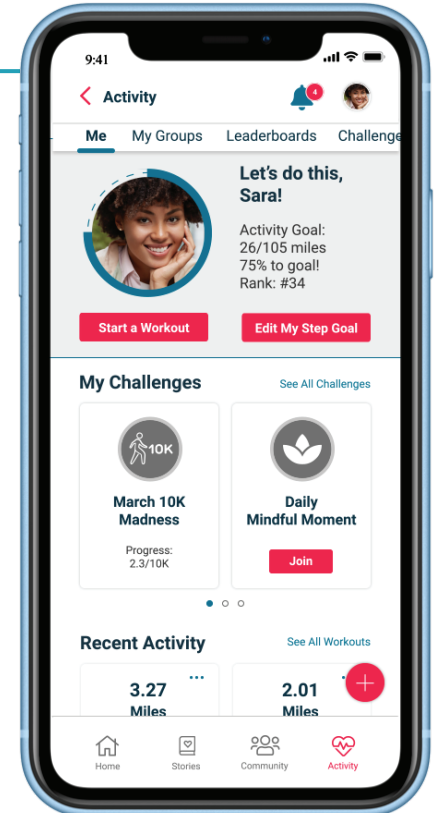
- **User-Generated Content** — Within a community forum, users can generate their own posts and comment on other posts using text, emojis, images, videos. They can also share stories or challenges from other app sections and encourage community members to join in. In addition, they can send direct messages to chat one-on-one with other users.

## Generating In-App Engagement

Engage provides in-app engagement opportunities for users, participants and corporate sponsors alike.

- **Activity Tracking** — Track wellness activities, event training sessions or other actions such as gift-matching campaigns that allow users to come together to improve their well-being, further your mission and have fun too. Our activity tracking module integrates seamlessly with a number of wearable fitness devices and syncs users' activity to track progress.

You can create challenges for users to join, fostering friendly competition via leaderboards and in community forums. Users can earn badges for completed challenges and share their accomplishment to their communities or via social media.



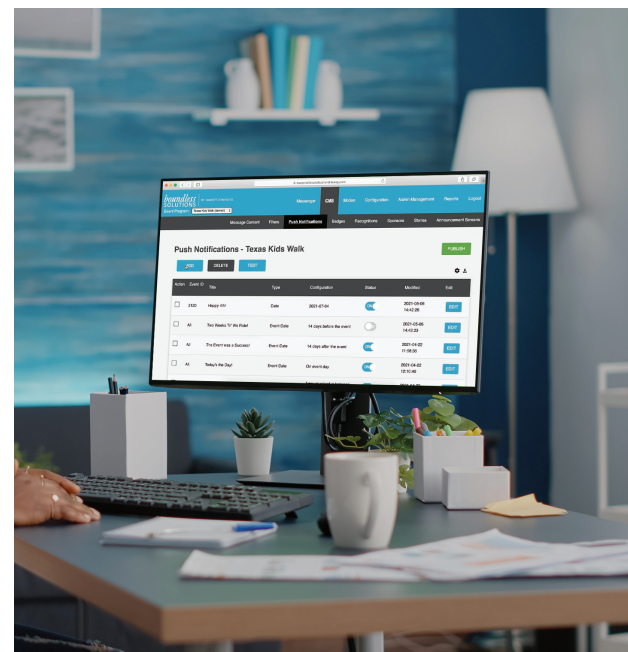
- **Corporate Opportunities** — The app can even be customized for companies, with sponsorship opportunities, corporate challenges, dedicated forums and more. Companies can then encourage employees to download the app for a branded experience.



## Providing Full Administrative Control


All components of Engage work together holistically and complement each other to provide a larger experience. Those components include more practical features such as reporting and optimization and content control via an admin portal.

- **Boundless Solutions Admin Portal** — This is your gateway to the app's content management system, where you can curate relevant content for your users. You can add and categorize stories, target announcement screens, contribute to community discussions and more.
- **Reporting and Customization** — You can continuously learn about your users through downloading and analyzing reports. Learn which content resonates most with your audience segments and then optimize it based on those insights.



## Ready to Make Your Mission Come to Life?

Talk to us about Engage by Charity Dynamics today!

 512-241-0561

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