



Harness the Power of Advocates to Amplify a Political Movement

Trust in political ads has dropped sharply. Voters want to see honest endorsements from real, relatable people they know or favor before investing their time, money or support for a candidate. As “official” social media channels have less and less organic reach, Greenfly enables you to amplify your campaign’s message by harnessing the power of your surrogates to tell your story authentically to their own networks.

The Greenfly advocacy platform enables campaigns and digital agencies to easily and rapidly share video and photos directly to dozens—or thousands—of organizers, volunteers and donors. Going directly to voters through these advocates’ personal networks enables your candidate or cause to break through the noise. Greenfly can help you harness the power of your surrogates and leverage their networks and personal endorsements to increase organic reach, awareness and voter engagement on social media.

AMPLIFY YOUR MESSAGE

- Easily share media with distributed surrogates, organizers and campaign teams
- Ensure quality content is always available when needed
- Orchestrate the entire campaign to respond in unison to breaking news
- Leverage the social reach and personal authenticity of your enthusiastic surrogates
- Inform future strategies with social analytics—double-down on the best-performing content and most influential advocates
- Boost social engagement by 50% or more—without paid social ads

LIGHT UP YOUR ADVOCATES

Greenfly’s private network enables you to distribute and collect media, send announcements, and communicate with advocates through private messaging.

Distribute Content

An unlimited camera roll of photos and videos is a tap away on the Greenfly mobile app, and social sharing across 10+ social media networks takes seconds.

Guided Social Posts: specific time-bound requests to post content on specific social networks; packaged with media, suggested copy, hashtags, and instructions

Galleries: cloud-based collections of curated photo and videos of any size, shared with individuals or groups



Collect Media

Staff can aggregate, organize and curate media from internal and external asset repositories, and can also ask advocates to create original content that can be used in brand promotions.

Guided Share Requests: ask individuals or groups to create original content on their mobile device, directing them remotely with active instructions and teleprompted scripts

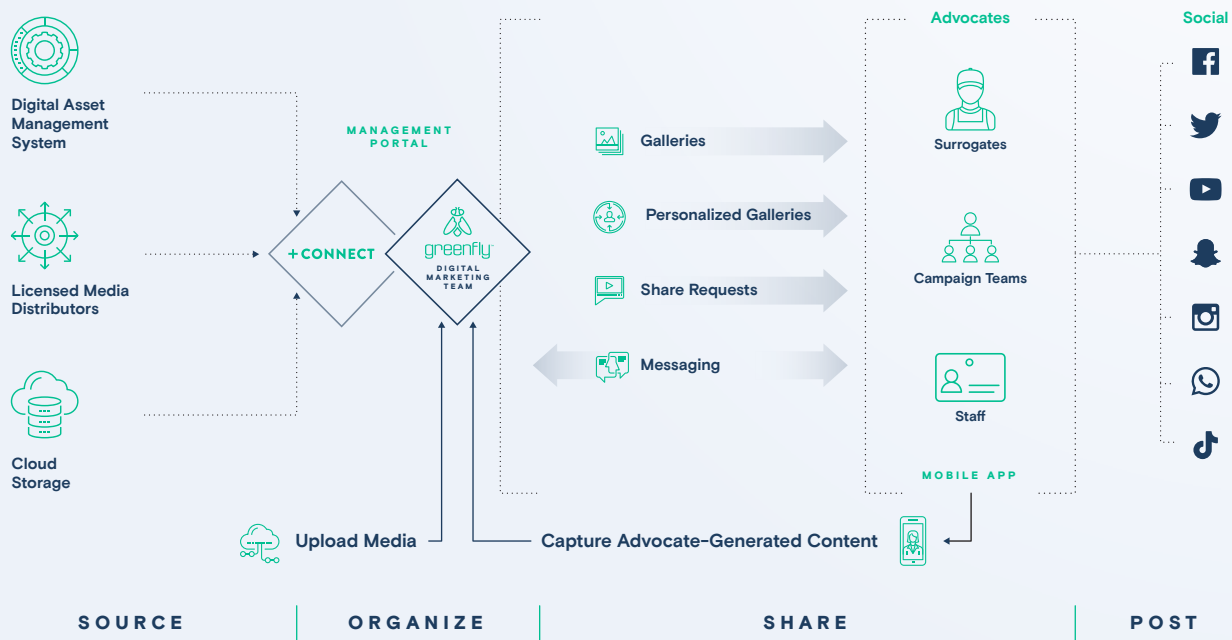
Desktop Upload: drag and drop photos and videos from any source into Greenfly

Cloud Storage: using Greenfly +Connect, aggregate media from Box, Dropbox or Google Drive

Get Up and Running Quickly

Onboarding your campaign teams and advocates is fast and easy. You can onboard as many different types of advocates as needed. Your dedicated customer success team will train your staff and help you get all your advocates on board. After this initial setup, we'll be there with you to provide regular guidance and introduce new, proven strategies to maximize your social impact and help you achieve your goals.

HOW GREENFLY WORKS



2016 was the year of social media advertising for campaigns. 2020 will be the year of social media endorsement.

With Greenfly, campaigns can share a continuous supply of on-message media with advocates and create authentic connections with a wider audience.

About Greenfly

Founded in 2014, Greenfly is the world's leading campaign advocacy platform.