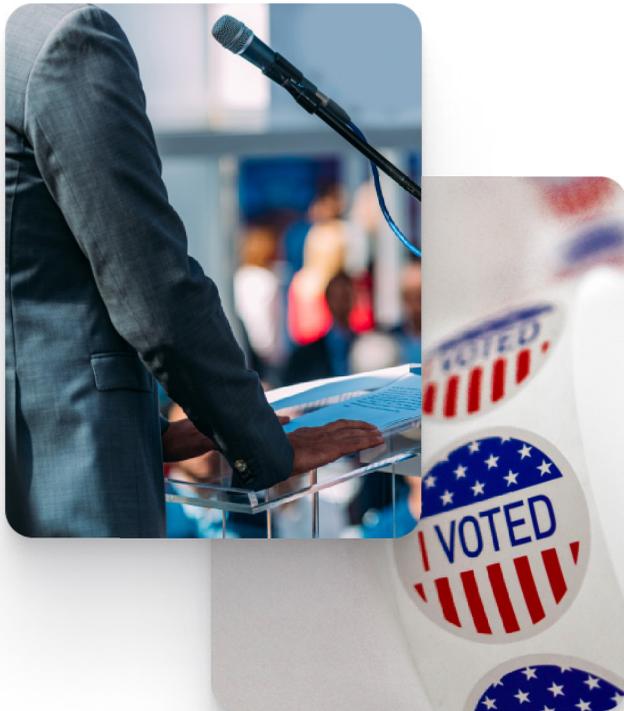


# Amplify a Political Movement With Digital Advocacy



Trust in political ads has dropped sharply. Voters want honest endorsements from trusted people before supporting a candidate or cause. Give your surrogates, staff, donors and volunteers digital videos and photos to tell your story for you. The Greenfly platform empowers you to distribute approved media for social media sharing and request and collect media directly from on-the-ground advocates for more engagement.

- ✓ Tap into your surrogates' enormous social media audience to expand your reach and impact
- ✓ Co-create original, authentic content with your surrogates to feed targeted messaging
- ✓ Increase social engagement by 5x or more to launch initiatives and drive action

**Over 500 organizations around the world use Greenfly**



**80%**

of all Biden for President campaign surrogates shared digital content on social media with Greenfly

## Authentic Media Will Drive Your Digital Programs

With Greenfly, collect, manage and distribute media with surrogates and staff. It goes right to their mobile devices for sharing on their social channels.

**Surrogate & Influencer Engagement:** augment and amplify digital outreach and activation campaigns

**Local Content Creation:** capture and collect on-the-ground media to elevate initiatives

**Event Activation:** extend rally activity and trim production costs with more original content

**With the ban on political paid ads from Facebook and Google, we relied on Greenfly to spread critical updates through organic content.**

**Democratic National Convention**

**Hannah Flom**  
Content Strategy,  
Democratic National Convention

## Engage Advocates for Campaign Support and Voter Action

### Distribute Media Quickly and Easily

Eliminate texts, email chains and cloud storage links. Your advocates get immediate mobile app notifications whenever new content is available to browse, download and post to their social profiles. Track who responds to every social post request.

### Source Original Media for Content Promotions

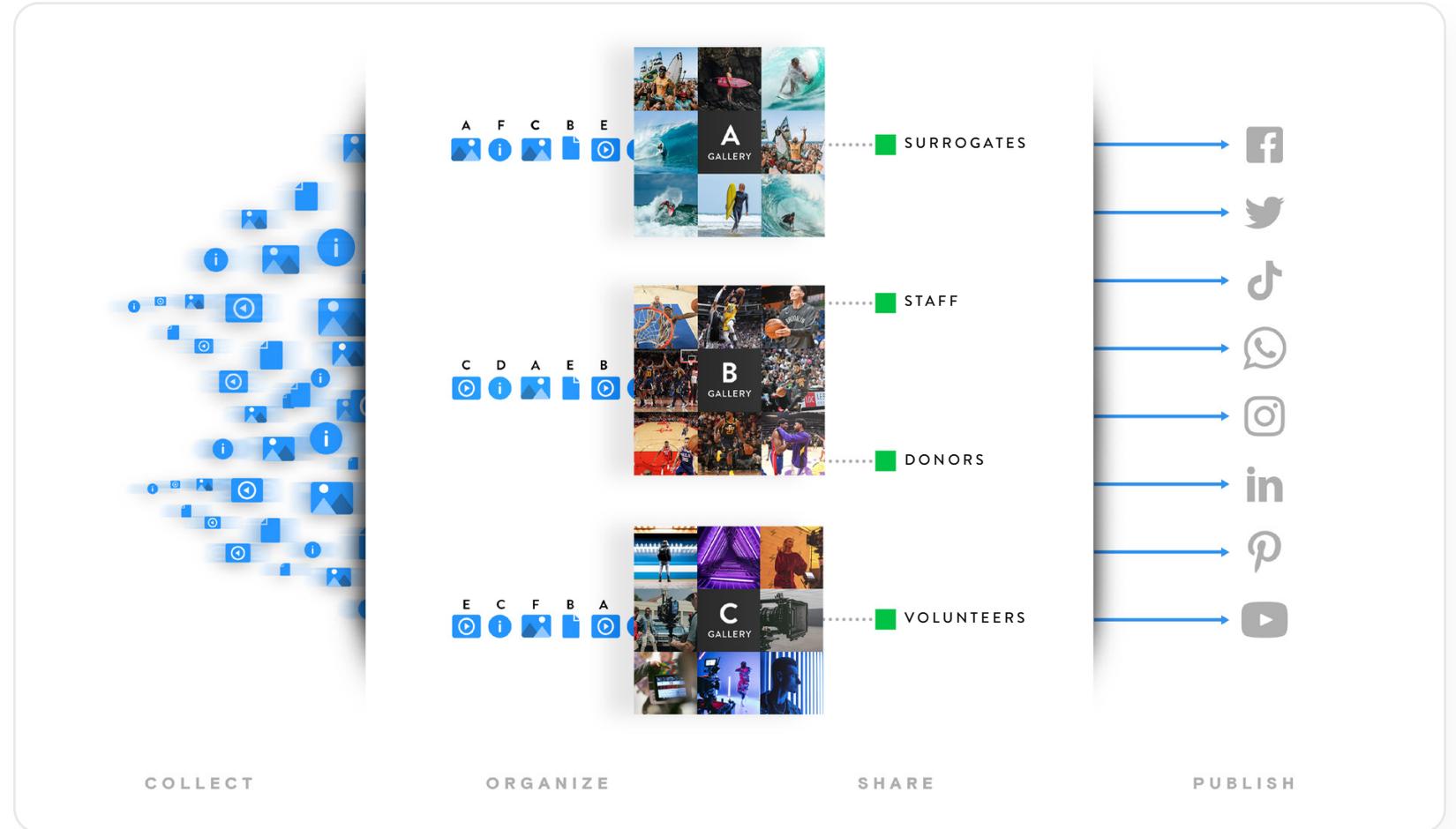
Get amazing content when you need it. Request, organize and edit original media created for you by your surrogates, volunteers, donors and staff. And, track who responds to every content creation request.

### Do More With Expert Onboarding and Support

Our customer success team makes activation quick and easy, so advocates stay active. Their insights and strategy will help you achieve your promotional goals.

### See Fast Results

Enjoy proven brand impact. Go farther and faster than your brand channels and manual workflows allow. Best of all, surrogates and other advocates love using Greenfly because it's so simple.



## About Greenfly

Greenfly's software platform enables campaigns and causes to transform their advocates into brand builders by harnessing the power of digital media. Contact us: [hello@greenfly.com](mailto:hello@greenfly.com) | +1 (310) 620-8565 | [www.greenfly.com](http://www.greenfly.com)