



Harness the Power of Advocates for Social Impact

Nonprofits, NGOs and organizations focused on social change know that advocacy is the best way to win hearts and minds, especially with a small staff and limited funding. Greenfly can supercharge your advocacy program through digital channels, so you can harness the power of your staffers, volunteers, donors, and service recipients on social media.

Greenfly enables mission-driven groups to capture original media from their advocates so they can use their voices to tell the organization's story. Remotely direct hundreds of supporters, collect media, and organize advocate-generated content to use on your social channels or other outreach programs. Produce more intimate, impactful stories, launch campaigns with more organic reach, and encourage more supporters to feel connected to your cause and take action.

- **Empower your advocates to easily create and submit high-quality media**
- **Capture original video that outperforms agency-created media in engagement**
- **Increase awareness by tapping into the social networks of your existing supporters**

Greenfly works to help organizations at all levels showcase their power to make change possible.

LIGHT UP YOUR ADVOCATES

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.

Content Requests: ask individuals or groups of advocates 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

Distribute Content

Distribute an unlimited camera roll of curated content to advocates to share on their social channels.

Guided Share Requests: specific time-bound requests to post content on social profiles; packaged with media assets, suggested copy, hashtags, and instructions

Galleries: curated portfolios of photos and videos, shared with individuals or groups



Greenfly in Action

A global humanitarian organization captures front-line photos and videos from volunteers and staff on the ground to craft vital safety messages for the public.

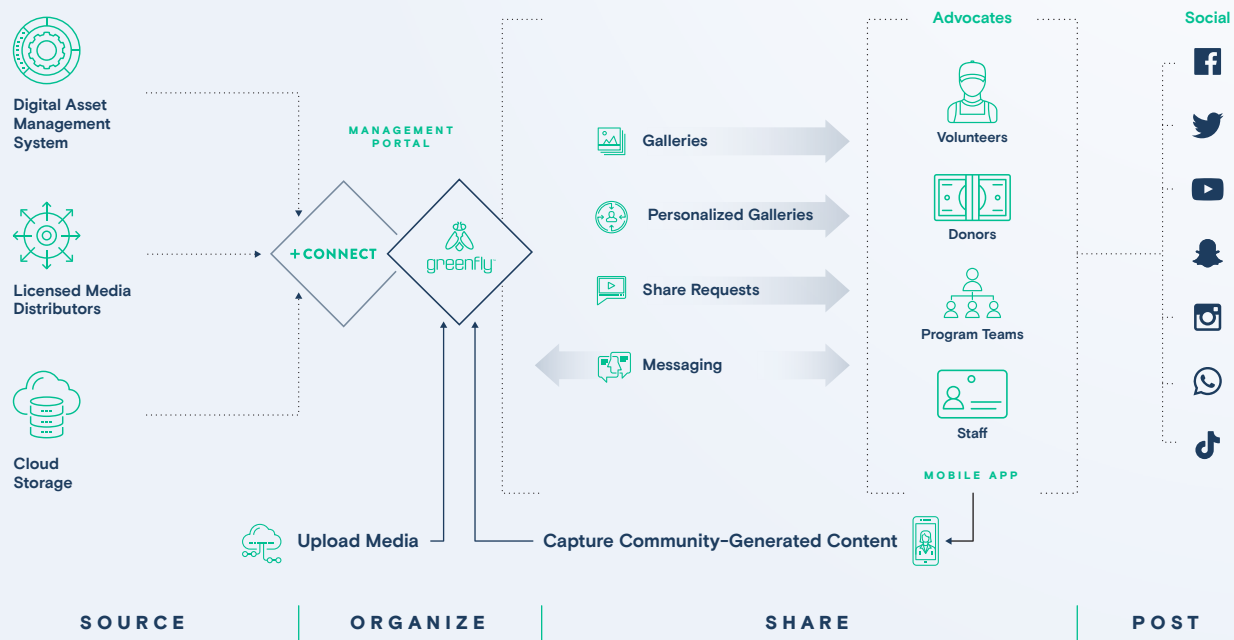
A grassroots activist organization is building awareness by capturing media taken by chapter leaders at events and encouraging other advocates to share it with their followers.

A non-profit foundation showcases the emotional, first-person stories of families it has helped. It has rapidly added more donors and increased the average level of donation by over 45%.

Get Up and Running Quickly

Onboarding your teams and advocates is fast and easy. Organizations are pleasantly surprised at how rapidly they adopt Greenfly and make their first post—typically in days or weeks. 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 impact and help you achieve your goals.

HOW GREENFLY WORKS



“Greenfly is the perfect solution to empower content creation within a distributed network of volunteers and professionals across the country. Before Greenfly, we were using overcomplicated processes and different tools to produce (and organise) audiovisual content. Now we can activate hundreds of people and “magically” receive the content in perfectly organised galleries.”

Deputy Head of Communications
Global Humanitarian Organization

About Greenfly

Greenfly is the world's leading brand advocacy platform, used by national political campaigns and global social impact organizations.