

# Mobile Canvassing

Grassroots Unwired, a Blackbaud technology partner, is a mobile platform that manages the face-to-face work being done by nonprofits in the field for advocacy, canvassing, and events.

## Solution Description

Increase impact and efficiency of grassroots outreach by replacing paper sign-up forms with a modern, web-based canvassing solution that integrates with Blackbaud Luminate Online® and Blackbaud TeamRaiser®. The Grassroots Unwired platform combines a native mobile app that works regardless of connectivity and a web-based platform to manage the face-to-face work being done by nonprofits in the field. Grow a constituent base, raise more money, advocate for a cause, and—most importantly—be mobile.

## Snapshot of Benefits



Mobile fundraising and advocacy



Onsite event check-in



Streamlined offsite data collection



Integration with Blackbaud Luminate Online and Blackbaud TeamRaiser

“After years of running our “day-of” run [and] walk activities on paper, it was a relief to leverage Grassroots Unwired to make the whole experience more efficient and accountable. And I LOVE not having to do data entry back into [Blackbaud] TeamRaiser after a long day at the event.”

—Nicole Kerstin  
Senior Manager, Development,  
Be The Match® Foundation

## Key Benefits

- **Growing Your Advocate Base**  
Collect constituent contact information by canvassing door-to-door, at events, and on the street. Validate information in real time to ensure that clean data gets back into your database. Add new contacts directly into Blackbaud Luminate Online® through petitions and surveys.
- **Event Check-In**  
Register and check in “day of” peer-to-peer event attendees, manage volunteers, sell swag, and collect donations. Consolidate nationwide results in one place and eliminate end-of-event data entry. Add new contacts directly into Blackbaud TeamRaiser®.
- **Taking Action In Real Time**  
Collect signatures on petitions, gather survey data, and use SMS and automated email series to move the information into action.
- **Fundraising**  
Turn one-time donors into recurring donors with PCI-compliant card swipe. Also use ACH and PayPal® to give your donors more payment options.
- **No Connectivity, No Problem**  
Keep working no matter where you are—even when swiping credit cards—with a native mobile app that doesn’t require an Internet connection.
- **Capture Content**  
Allow constituents to tell their story through picture, video, and text—then use this footage to populate your social media feeds. Display video and marketing materials onsite to help educate and advocate.
- **On-The-Fly Language Translation**  
Instantly translate your script into over 60 languages, depending on the preference of your constituents and your volunteers.

Contact Grassroots Unwired to schedule a product demo. You can also learn more by visiting [www.grassrootsunwired.com](http://www.grassrootsunwired.com) or calling 888-254-3478.

Learn more

*The Blackbaud Partner Network is a group of leading technology and services providing nonprofits with the solutions, applications, and strategies they need to make a difference in their local communities and worldwide. To learn more about Blackbaud’s Technology Partner program, visit: <http://www.blackbaud.com/partners>.*



### About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, healthcare institutions, and the individual change agents who support them.