CiviClick

Advocacy Software Guide

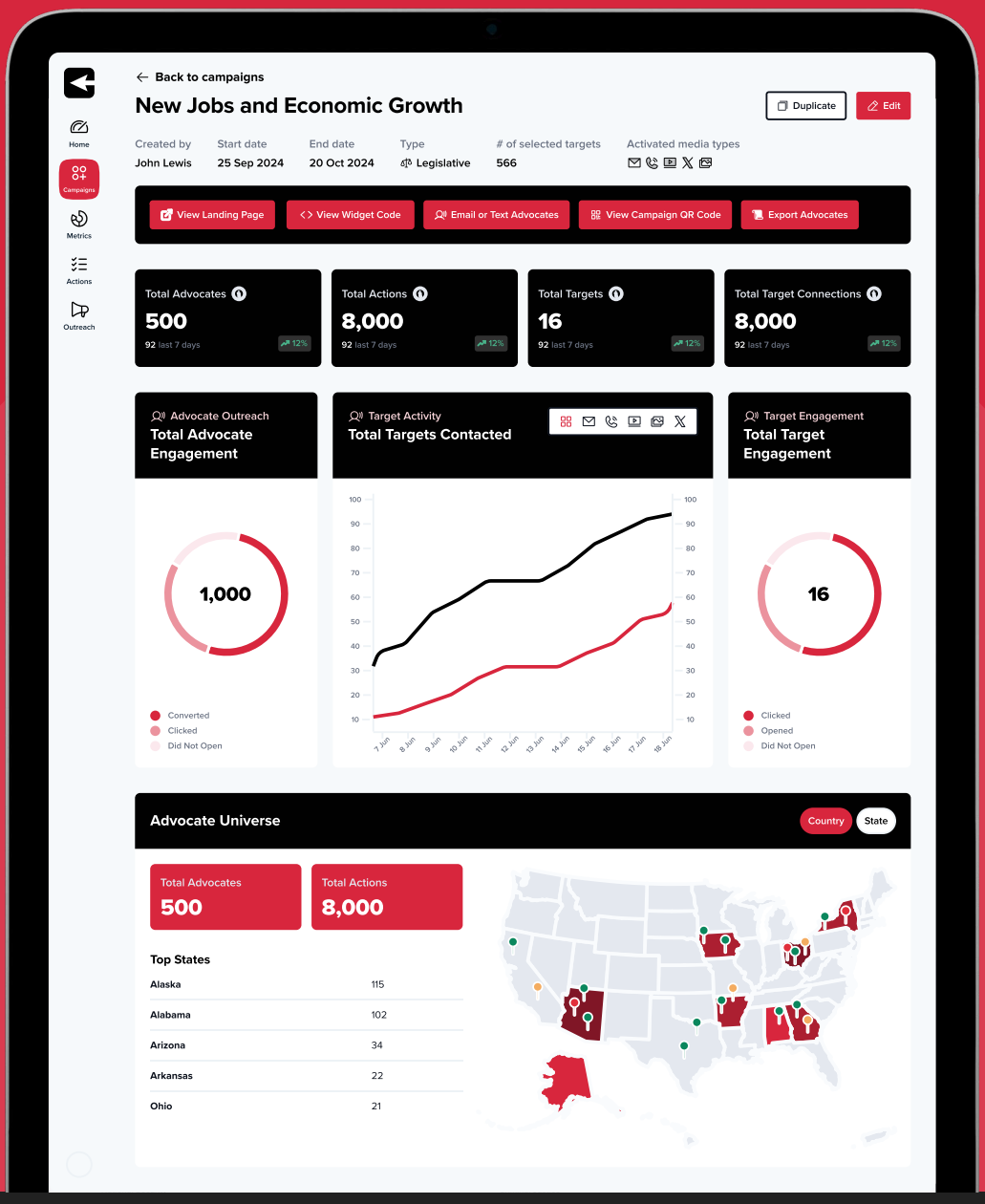


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Executive Summary

The advocacy software landscape has evolved significantly, with multiple platforms offering various approaches to digital advocacy, stakeholder engagement, and campaign management. This guide analyzes six leading advocacy software solutions, evaluating their features, strengths, and target markets to provide organizations with comprehensive guidance for platform selection.

CiviClick has emerged as a unique and powerful solution in the advocacy software market, offering an innovative approach to advocacy campaign effectiveness through advanced personalization, intelligent message delivery, and comprehensive analytics. While competitors like FiscalNote and Quorum focus on policy intelligence and legislative tracking with advocacy as an afterthought, and platforms like Bonterra and Speak4 target specific market segments such as progressive organizations, CiviClick uniquely addresses the core challenge of advocacy impact through personalized constituent engagement and strategic campaign execution.

Key findings include:

- **Market Segmentation:** Each platform serves distinct market needs, from Bonterra's focus on nonprofits to FiscalNote's enterprise-level policy intelligence.
- **Technology Trends:** Technology Trends: AI and machine learning are increasingly crucial for advocacy effectiveness, with CiviClick leading in message personalization and campaign optimization.
- **Price-Value Proposition:** Solutions range from basic digital campaign tools like the Soft Edge to comprehensive policy intelligence platforms, with varying price points reflecting feature depth and target market.
- **User Experience:** Platforms balance feature complexity with usability, with some favoring comprehensive capabilities and others prioritizing ease of use.

This guide concludes that organizations should align their choice of advocacy software with their specific needs, technical capabilities, and strategic objectives. CiviClick's core focus on data-driven approaches to advocacy effectiveness through its 58 million person database of activists, AI-assisted message personalization, and white glove campaign management support positions them as a strong choice for organizations prioritizing maximum impact in their advocacy efforts and those who desire more robust platform capabilities.

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Introduction

The Importance of Advocacy Software

In today's fast-paced public affairs landscape, effective advocacy has become more crucial than ever for organizations seeking to influence policy decisions. Advocacy software plays a pivotal role in this process by empowering organizations to mobilize supporters (i.e. stakeholders, employees, donors, advocates, etc), coordinate campaigns, and communicate with decision-makers more efficiently and effectively.



Key benefits of advocacy software include:

- Streamlining the process of contacting legislators and policymakers
- Organizing and managing small and large-scale advocacy campaigns
- Tracking, measuring, and analyzing the impact of advocacy efforts
- Enhancing supporter engagement and retention

As digital communication from constituents continues to influence lawmakers, advocacy software has become an indispensable tool for nonprofits, trade associations, corporations, issue advocacy groups, and grassroots movements alike. However, with evolving constituent relationship management platforms like Intranet Quorum, Fireside 21, and Indigov aggressively screening form messages from constituents, the ability to personalize advocacy content for lawmakers has taken center stage.

Overview of Compared Solutions

This guide compares six leading grassroots advocacy software solutions:

1. **CiviClick**
2. **Quorum**
3. **FiscalNote**
4. **Speak4**
5. **The Soft Edge**
6. **Bonterra**

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Each of these platforms offers unique features and capabilities designed to support various aspects of the advocacy process. While they share some common functionalities, they differ in their approach, ideal customer profile, and specific strengths and weaknesses.

Key factors for comparison include:

- Core features and capabilities
- User experience and interface design
- Customization and flexibility
- Integration with other tools and platforms
- Pricing and value proposition
- Customer support and services
- Industry focus and expertise

By examining these factors, we aim to provide a comprehensive overview of the current advocacy software landscape, helping organizations make informed decisions about which solution best fits their needs.

In the following sections, we will delve into a detailed analysis of each platform, starting with an in-depth look at CiviClick, followed by comparisons with the other solutions.

CiviClick: Pioneering the Future of Advocacy

Core Mission and Vision

CiviClick's core mission is to revolutionize email advocacy by creating tools that significantly enhance its effectiveness through greater personalization of form messages

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The company's vision is centered around improving the quality and impact of communication between constituents and elected officials. CiviClick aims to move beyond the limitations of traditional form emails, focusing instead on personalized, impactful messages that resonate with lawmakers and their staff.

Key aspects of CiviClick's mission include:

- Facilitating more authentic and personalized advocacy campaigns
- Improving the substance and quality of email communications to elected officials
- Enhancing the overall effectiveness of advocacy efforts for various organizations

This mission manifests in CiviClick's software through innovative features that prioritize personalization, intelligent message delivery, and comprehensive campaign management. The platform empowers users to create advocacy campaigns that stand out from the flood of generic communications typically received by lawmakers, ultimately increasing the chances of their message being heard and acted upon.

Key Differentiators and Innovative Features



Advanced Personalization

Personalization is crucial in communication with lawmakers and policymakers because it demonstrates that the message comes from a real, engaged constituent rather than a mass campaign. Personalized messages are more likely to be read, considered, and remembered by lawmakers and their staff. CiviClick offers the following benefits to its users:

- **Audience segmentation for tailored messaging to different groups of lawmakers**
- **Custom questions on action forms to gather and utilize unique constituent information**
- **AI-powered message variation to create diverse, authentic-sounding communications**
- **Cadence control for staggered message delivery to spread emails out over time**
- **Real time AI message assistance that factors in self-reported advocate information**

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By allowing constituents to share their unique stories and perspectives, CiviClick helps create more compelling and impactful advocacy efforts that can influence policy decisions.

Cadence Control

Controlling the delivery timing of messages is essential for maintaining the appearance of organic, ongoing constituent concerns. When lawmakers receive a sudden influx of identical messages, it's easy to dismiss them as part of a coordinated campaign. CiviClick provides the following benefits to its users:

- **Sophisticated delivery systems to spread messages over time, simulating organic communication patterns.**
- **Avoids the "all-at-once" approach of competitors, which can be easily identified as a mass campaign by legislative staffers.**

By spreading out message delivery, CiviClick helps maintain continuous, genuine constituent engagement, making it more difficult for lawmakers to ignore or dismiss the concerns raised.

Performance marketing capabilities

CiviClick offers unique performance marketing capabilities that set it apart from competitors. The platform maintains a large first-party database of millions of activists, allowing for targeted outreach to individuals who are likely to be interested in specific causes. This feature enables clients to greatly expand the total reach of their supporter base efficiently and cost-effectively. CiviClick's performance-based marketing campaigns guarantee a certain level of conversions, ensuring that clients only pay for actual results. This approach not only helps organizations grow their advocacy efforts but also provides a more predictable return on investment compared to traditional marketing methods.

Comprehensive advocacy approach

CiviClick's software is designed with a holistic view of the advocacy process, considering all key stakeholders: individual citizens, special interest groups (companies, associations, nonprofits, etc), legislative staff, and elected officials.

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This comprehensive approach ensures that advocacy campaigns are not only easy for constituents to participate in but also meaningful and impactful for the lawmakers and their staff, who receive them. By focusing on creating high-quality, personalized content that resonates with decision-makers, CiviClick helps its clients achieve greater influence in the policy-making process. The platform's features work together to create a more authentic and effective advocacy experience, moving beyond simple form-filling to foster genuine engagement between constituents and their representatives.

Technology stack and user experience

CiviClick's technology is built with a focus on security, scalability, and user-friendliness. CiviClick's software incorporates:

- **Veteran support staff with over 60 years of combined experience**
- **AI integration for message generation assistance and optimization**
- **Compliance with industry standards such as SOC 2 and PCI as required by clients**
- **Intuitive user interface designed to streamline the advocacy campaign creation process**
- **Cloud-based infrastructure utilizing Amazon Web Services (AWS) for secure and highly encrypted data storage and processing.**

CiviClick technology stack provides a strong foundation for a fluid and powerful user experience. Customers appreciate its straightforward design and user-friendly features, making it accessible to users of all technical backgrounds. Its interface features:

- **Intuitive navigation:** Users often find the platform easy to navigate, with clear menus and well-organized features.
- **User-friendly design:** The design is described as clean, modern, and visually appealing, making it enjoyable to use.
- **Easy to learn:** Many users report that they were able to quickly learn how to use CiviClick without extensive training or documentation.
- **Efficient campaign creation:** Users appreciate the ability to create and manage advocacy campaigns with ease, including setting up petitions, email campaigns, phone and video campaigns, and events.

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- **Effective tracking and analytics:** The platform's tracking and analytics tools are often praised for their simplicity and usefulness in measuring campaign performance.

Support and services

CiviClick offers a tiered support model to cater to diverse client needs, setting it apart from other advocacy software providers:

- **Standard Support:** All clients receive comprehensive technical and product support, ensuring smooth operation of the platform and quick resolution of any issues.
- **Strategic Consulting:** CiviClick offers expert guidance on campaign strategy and best practices, helping clients maximize the impact of their advocacy efforts.
- **Fully Managed Services:** For clients who need additional assistance, CiviClick provides end-to-end campaign management. This includes campaign creation, execution, and optimization, allowing organizations to benefit from CiviClick's expertise without straining their internal resources.
- **Custom Solutions:** CiviClick works closely with clients to develop tailored solutions that address their unique advocacy challenges and goals.

This multi-tiered approach allows CiviClick to meet the needs of a wide range of clients, from small nonprofits to large corporations. By offering more than just software, CiviClick positions itself as a true partner in advocacy, providing the knowledge and support necessary to create successful campaigns. This level of support is a key differentiator, as many competitors offer only basic technical assistance without the strategic insights and hands-on management that CiviClick provides.

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Quorum

Overview and Key Features

Quorum provides a comprehensive public affairs software platform designed for sophisticated advocacy and stakeholder engagement. The platform emphasizes legislative tracking and stakeholder relationship management capabilities.



Key Features:

- **Legislative Tracking**: Real-time updates on federal, state, and local developments
- **Bill Monitoring**: Complete tracking throughout the legislative process
- **Committee Tracking**: Monitoring of committee and subcommittee activities
- **Regulatory Tracking**: Coverage of proposed regulations and rulemaking
- **Stakeholder Database:** Comprehensive contact management for officials and staff
- **Action Centers:** Branded platforms for supporter engagement
- **Campaign Tools:** Features for designing and launching advocacy initiatives
- **Analytics Suite:** Custom reporting and data visualization tools
- **Mobile Access:** Dedicated mobile application
- **Integration Capabilities:** Connects with CRM and email marketing platforms

Strengths and Weaknesses

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Strengths

- Comprehensive legislative tracking capabilities
- Well-maintained directory of Congressional staff and federal employees
- Strong data analytics and reporting features
- Robust stakeholder management tools
- Extensive customization options
- Professional interface and reliable performance

Weaknesses

- Significant learning curve for new users
- Higher price point with annual upfront payment required
- Email design functionality is basic and very limited
- Some users report difficulty with customization features
- Can be overwhelming for organizations with simpler needs
- Interface complexity can impact user adoption
- Lack of focus on advocacy specific features
- Lengthy contract period of 2-3 years

Comparison with CiviClick

Market Position:

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While Quorum focuses on comprehensive public affairs management with extensive legislative tracking, whereas CiviClick emphasizes effective advocacy communication and campaign execution. Quorum targets larger organizations with complex needs, whereas CiviClick focuses on large and mid-sized organizations that are heavily focused on advocacy impact.

Feature Comparison:

- **Legislative Tracking:** Quorum provides more extensive tracking capabilities, while CiviClick focuses on exhaustive advocacy capabilities and features
- **Message Management:** CiviClick offers superior personalization and message optimization, while Quorum provides broader stakeholder communication tools
- **Analytics:** Both platforms offer strong analytics, with Quorum focusing on legislative activities and CiviClick on campaign optimization and effectiveness
- **Support Services:** Quorum provides traditional technical support, while CiviClick offers both standard support along with higher-level, strategic advocacy guidance

Target Audience Considerations:

- **Quorum is ideal for:**
- Large organizations requiring comprehensive legislative tracking
- Teams with significant public affairs responsibilities
- Organizations with dedicated technical resources
- **CiviClick is better suited for:**
- Organizations prioritizing advocacy campaign effectiveness
- Groups needing strategic guidance on advocacy approaches
- Teams requiring sophisticated message personalization capabilities
- Organizations that want a best in class solution for advocacy technology

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- Groups requiring shorter contract periods of only one year

FiscalNote

Overview and Key Features

FiscalNote represents the high end of the market, offering AI-powered global policy and market intelligence solutions. The platform serves over 5,000 clients worldwide with comprehensive policy monitoring and analysis capabilities. However, with its stock price well under $1.00 after its initial IPO stock price of $10; FiscalNote's market dominance rests on a very slippery slope.

FiscalNote

Key Features:

- **Global Policy Coverage:** Legislative and regulatory data across 20+ countries
- **AI-Powered Analysis:** Advanced analytics for policy impact assessment
- **Stakeholder Management:** Tools for relationship tracking and engagement
- **Legislative Tracking:** Real-time monitoring of government activities
- **Risk Intelligence:** Geopolitical risk monitoring and analysis
- **Natural Language Processing:** Analysis of unstructured text data
- **Machine Learning Algorithms:** Pattern and trend identification
- **Predictive Analytics:** Future outcome forecasting
- **Data Visualization:** Interactive tools for complex information interpretation
- **Integration Capabilities:** Connects with CRM systems and business applications

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Strengths and Weaknesses

Strengths

- Most comprehensive global policy coverage in the industry
- Advanced AI and machine learning capabilities
- SOC 2 Type II compliance for maximum security
- Award-winning customer service
- Professional services team for custom solutions
- Extensive data sources and analysis tools

Weaknesses

- High cost relative to other advocacy solutions
- Long contract periods of 2-3 years on average.
- Complex interface with significant learning curve
- Lag time between legislative events and reporting
- Can be overwhelming for organizations with simpler needs
- May require dedicated staff resources to fully utilize
- Premium pricing may be prohibitive for smaller organizations
- Extensive layoffs have left the company's employees with little institutional knowledge
- The recent termination of multiple high-level Voter Voice executives weakens the company

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Comparison with CiviClick

Market Position:

FiscalNote positions itself as a premium global policy intelligence platform, while CiviClick focuses on effective advocacy campaign execution. FiscalNote serves large multinational organizations, whereas CiviClick caters to organizations focused on targeted advocacy efforts.

Feature Comparison:

- **Policy Analysis:** FiscalNote offers deeper policy analysis capabilities, while CiviClick excels in advocacy campaign execution, marketing, and reporting
- **User Experience:** CiviClick provides a more intuitive interface focused on advocacy, while FiscalNote offers comprehensive, but complex policy tools
- **Support Services:** Both offer strong support, with FiscalNote focusing on technical expertise for policy intelligence and CiviClick on advocacy strategy and analytics
- **Cost Structure:** FiscalNote commands premium pricing for Voter Voice and long contract periods (up to three years), while CiviClick offers more flexible contract terms.

Target Audience Considerations:

- **FiscalNote is ideal for:**
- Large corporations with global policy needs
- Organizations requiring extensive policy analysis
- Teams with significant technical resources
- **CiviClick is better suited for:**

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- Organizations focused on advocacy effectiveness
- Teams requiring intuitive campaign management
- Groups needing strategic advocacy guidance
- Organizations desiring shorter contract periods.

The Soft Edge

Overview and Key Features

The Soft Edge provides a comprehensive advocacy platform focused on streamlining advocacy efforts and enhancing stakeholder engagement through integrated solutions.

Key Features:

- Legislative Tracking: Monitoring capabilities at federal, state, and local levels
- Stakeholder Management: Contact organization and relationship tracking
- Engagement Tools: Basic communication capabilities
- Action Centers: Minimalistic tools for supporter mobilization
- Analytics Dashboard: Customizable performance tracking
- Mobile Optimization: Full functionality on mobile devices
- CRM Integration: Basic integration with popular systems
- Workflow Customization: Ability to customize basic processes

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Strengths and Weaknesses

Strengths

- Strong integration with popular CRM systems
- Competitive pricing starting at $3,000 annually
- Comprehensive tools for policy professionals
- Customizable workflows for efficiency
- Strong customer support team

Weaknesses

- Outdated interface and clunky user experience
- Lack of personalization features for advocacy emails
- Limited advanced analytics compared to premium solutions
- May require additional customization for complex needs
- Certain features may require technical expertise
- Limited reporting and tracking functionality
- Standard features may not suffice for sophisticated users

Comparison with CiviClick

Market Position:

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The Soft Edge focuses on providing streamlined government relations management, while CiviClick emphasizes personalized advocacy effectiveness. Both platforms serve large and mid-sized organizations, but with different areas of emphasis. CiviClick's fancy designs stand in stark contrast to the decade-old interface in Congress Plus, the Soft Edge's core product.

Feature Comparison:

- **Integration:** Soft Edge offers extensive CRM integrations, while CiviClick provides better advocacy-specific tools and a more modern user experience
- **Customization:** Both offer customization, with Soft Edge focusing on workflows and CiviClick on message personalization
- **Mobile Capabilities:** The Soft Edge emphasizes basic landing pages, while CiviClick focuses on mobile optimization and message effectiveness across communication channels
- **Analytics:** CiviClick provides more sophisticated advocacy messaging channels and analytics, while The Soft Edge offers policy tracking tools and features

Target Audience Considerations:

- **Soft Edge is ideal for:**
- Groups with limited budgets and basic needs
- Organizations requiring strong CRM integration
- Teams prioritizing mobile accessibility
- Groups needing customizable workflows
- **CiviClick is better suited for:**
- Organizations focusing on message effectiveness
- Teams requiring advanced advocacy analytics
- Groups needing strategic advocacy guidance and support

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- Groups needing strategic advocacy guidance and support

Speak4

Overview and Key Features

Speak4 offers a digital advocacy platform designed for creating and managing targeted advocacy campaigns with an emphasis on user engagement and social media integration.

Key Features:

- **Petition Campaigns:** Tools for creating and sharing online petitions
- **Email Campaigns:** Personalized email campaign management
- **Social Media Integration:** Cross-platform social media engagement
- **Event Organization:** Online and offline event management
- **Secure Messaging:** Tools for supporter communication
- **Analytics Tools:** Campaign performance tracking
- **Mobile App:** Comprehensive mobile experience
- **Customizable Branding:** Branded campaign experiences
- **Integration Options:** Connection with common platforms
- **Supporter Management:** Engagement tracking and management

Strengths and Weaknesses

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Strengths

- Intuitive, user-friendly interface
- Strong social media integration
- Effective mobile capabilities
- Easy campaign creation process
- Clean, modern design
- Quick learning curve

Weaknesses

- Limited advanced features
- Basic analytics capabilities
- Fewer integration options than competitors
- Limited customization options
- Basic reporting functionality
- May not scale well for complex needs
- Limited personalization options

Comparison with CiviClick

Market Position:

Speak4 positions itself as a user-friendly digital campaign platform, while CiviClick offers a more comprehensive and effective advocacy solution. Speak4 targets organizations with basic advocacy needs, whereas CiviClick serves those requiring more sophisticated capabilities.

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Feature Comparison:

- **Campaign Tools:** CiviClick offers more advanced campaign features, while Speak4 provides simpler, more fundamental tools
- **Social Media:** Speak4 emphasizes social media integration, while CiviClick focuses on comprehensive advocacy and innovations like AI message assistance
- **Analytics:** CiviClick provides more sophisticated reporting and analytics, while Speak4 offers more basic tracking abilities
- **Customization:** CiviClick offers deep customization options for campaign pages and forms, while Speak4 provides mostly standard templates and widgets

Target Audience Considerations:

- **Speak4 is ideal for:**
- Organizations new to digital advocacy
- Teams prioritizing social media engagement
- Groups with basic campaign needs
- **CiviClick is better suited for:**
- Groups running complex advocacy campaigns
- Organizations requiring advanced advocacy features
- Groups needing sophisticated reports and analytics
- Teams needing advocate acquisition and marketing support

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Bonterra

Overview and Key Features

Bonterra provides a comprehensive digital advocacy solution, specifically designed for nonprofit organizations. The platform combines traditional advocacy tools with fundraising capabilities, offering an integrated approach to nonprofit engagement.

Key Features:

- **Elected Official Lookup:** directory for identifying elected officials
- **Donor Management:** Tools to raise money and process online donations
- **Social Advocacy Tools:** Customizable forms for social media actions and outreach
- **Email Advocacy System:** Automated matching of supporters to elected officials
- **Custom Target Capabilities:** Ability to expand advocacy beyond elected officials to include brands and other decision-makers
- **Event Management:** Tools for organizing and managing advocacy events
- **Supporter Database:** Comprehensive contact management system

Strengths and Weaknesses

Strengths

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- All-in-one platform combining advocacy and fundraising functionality
- User-friendly interface designed for small and growing nonprofits
- Comprehensive training resources and educational webinars
- Mobile-responsive design
- Robust data security measures
- Integration with common nonprofit tools

Weaknesses

- Pricing structure can become expensive as contact lists grow
- Limited graphic design capabilities and customization options
- Lack of ACH/bank withdrawal options for donations
- Event platform functionality could be much more robust
- Some users report formatting issues with letters and communications
- Limited advocacy features and lack of communication channel options
- Focused mostly on progressive organizations and nonprofits

Comparison with CiviClick

Market Position:

While both Bonterra and CiviClick serve advocacy organizations, Bonterra specifically targets nonprofits with a combined advocacy-fundraising approach, whereas CiviClick focuses more purely on advocacy effectiveness across various organization types.

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Feature Comparison:

- **Message Personalization:** CiviClick offers more advanced personalization features and AI-driven message variation, while Bonterra provides basic customization options
- **Campaign Management:** Bonterra excels in integrating advocacy with fundraising campaigns, while CiviClick provides deeper advocacy-specific capabilities
- **Support Services:** Both platforms offer strong support, but with different focuses - Bonterra emphasizes nonprofit-specific guidance, while CiviClick focuses on advocacy strategy
- **Data Analytics:** CiviClick provides more sophisticated advocacy-specific analytics, while Bonterra offers broader, nonprofit-focused metrics

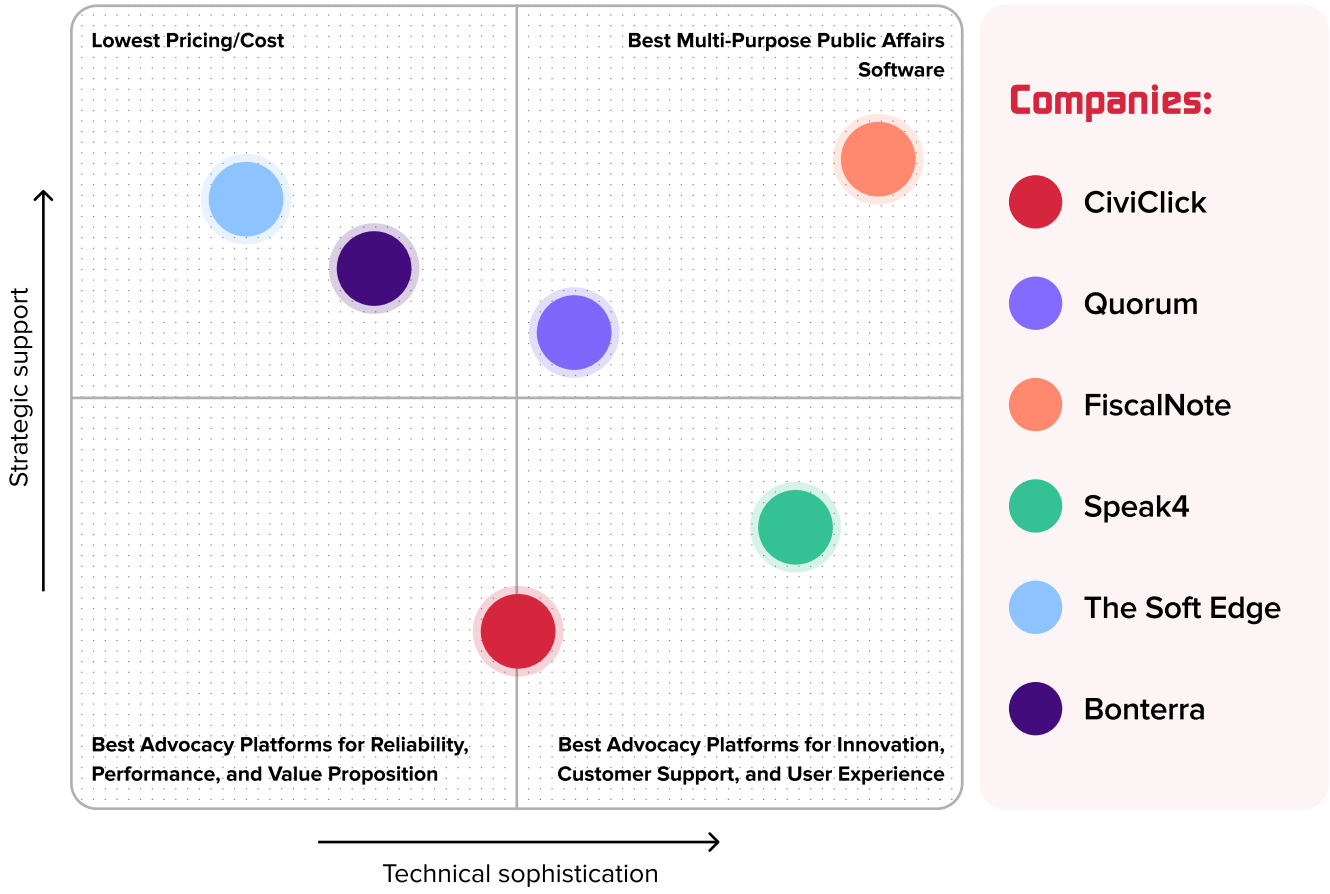
Target Audience Considerations:

- **Bonterra is ideal for:**
- Small to mid-sized nonprofits needing combined advocacy and fundraising tools
- Organizations with limited resources requiring significant platform support
- Nonprofits looking for an all-in-one solution
- **CiviClick is better suited for:**
- Organizations focused primarily on advocacy effectiveness
- Groups requiring sophisticated message personalization
- Organizations with complex advocacy campaigns targeting multiple stakeholders
- Innovative organizations desiring cutting edge tools like video/photo messaging

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Comparative Analysis

Feature Comparison Matrix



Winners by Category:

Best Overall Advocacy Platform (Tie): CiviClick & Speak4

As the first in the advocacy technology sector to integrate AI solutions, CiviClick continues to lead in innovation. CiviClick 2.0 unleashes a variety of new tools and features not presently available in other platforms. Key innovations include real-time AI message assistance, dynamic reporting and metrics, cadence control, audience segmentation, video and photo channels, a first-party database of millions of activists, and professional support options ranging from standard product support to full-time campaign management and strategy. Speak4 offers a compelling alternative with features like Send+ and moving background images on campaign pages coupled with a capable support staff.

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Best All-In-One Public Affairs Platform: Quorum

For those who want bill tracking, advocacy, and campaign finance compliance all in one place, Quorum remains the market leader edging out FiscalNote whose stock has recently plummeted under $1.00 per share and continues its downward spiral. FiscalNote's downhill trajectory has allowed Quorum to achieve market dominance among users of all-in-one public affairs platforms. FiscalNote still holds considerable market share, but we have our odds on Quorum to continue beating FiscalNote in the all-in-one public affairs software market.

Best Platform for Nonprofits & Progressive Organizations: Bonterra

With donor management, payment processing, and event registration forms, Bonterra (owners of Salsa and EveryAction) is the best option for progressive organizations and nonprofits that need advocacy and fundraising in one place. Clients may choose between Salsa, EveryAction, and a variety of other progressive-friendly tools.

Best Platform for Political Campaign Professionals: Speak4

Owned by FP1 Strategies, Speak4 has deep roots in politics. Political consultants transitioning from campaign life to public affairs projects will find easy-to-use tools and a knowledgeable support staff ready to offer guidance, coupled with a clean interface at Speak4.

Best Platform for Large Corporations and Associations: Quorum

With a focus on tools for bill tracking and stakeholder engagement, Quorum is a favorite amongst corporations who favor intelligence gathering, bill tracking and analysis over actually running digital campaigns. Quorum's breadth of options often gives companies more than is needed but provides useful tools for a range of internal departments.

Best Platform for Crisis Campaigns, Public Affairs Firms, and Agencies: CiviClick

With a focus on performance marketing options that drive guaranteed engagement from their 58-million-person first-party database, CiviClick is the clear choice for public affairs firms and agencies. These busy professionals, acting on behalf of companies for associations, often value rapid response support, robust and customizable analytics and metrics, design flexibility for campaign pages/widgets, and robust marketing / advertising options for high-volume conversion campaigns. CiviClick fulfills all of these needs and more, making them the best choice for lobbying firms, digital marketing agencies, and those looking to win tough legislative battles.

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Best Pricing/Cost: The Soft Edge

With subscriptions starting at $3,000, the Soft Edge continues to be the price leader in advocacy software. However, outdated interface designs, limited features, and a dearth of customization options also make the Soft Edge the least innovative option available amongst the industry's best platforms.

Best Customer Support: CiviClick

With average response times under 15 minutes for customer inquiries, hands-on guidance, live training, direct phone lines for client success managers, experienced support staff, and tiered support options ranging from free technical and product support to full-time campaign management and strategy, CiviClick has the most robust, reliable, and seasoned support staff in the industry. However, Speak4 rivals CiviClick with knowledgeable support staff ready to launch new campaigns quickly and efficiently.

Pricing and Value Proposition

- **CiviClick:** Offers premium tiered pricing with additional services available
- **Quorum:** Premium all-in-one pricing with significant investment required
- **FiscalNote:** High-end pricing reflecting comprehensive features and AI capabilities
- **Bonterra:** Competitive pricing for small to mid-sized nonprofits
- **The Soft Edge and Speak4:** Offer lower cost subscription-based models with varying tiers

Value propositions:

- CiviClick emphasizes unique message personalization and campaign effectiveness
- Quorum focuses on comprehensive legislative tracking and stakeholder management
- FiscalNote highlights global policy intelligence and advanced analytics
- Bonterra offers an all-in-one fundraising and advocacy solution for nonprofits
- Soft Edge stresses low cost, ease of use, and CRM integrations

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- Speak4 emphasizes user-friendly digital campaign tools for those new to advocacy

User Experience and Interface

All platforms strive for user-friendliness, but with varying focuses:

- Bonterra aims for intuitive interfaces suitable for small nonprofits
- CiviClick focuses on a high-end user interface with robust reporting options
- Quorum and FiscalNote offer powerful features but have a steeper learning curve
- Speak4 prioritizes a clean, modern interface with basic reporting
- The Soft Edge prioritizes low pricing and CRM integrations

Integration Capabilities

Integration capabilities vary:

- CiviClick offers custom integrations and a robust Zapier integration option
- Quorum, FiscalNote, and Soft Edge provide robust APIs and pre-built integrations
- Bonterra focuses on smaller, nonprofit-specific integrations
- Speak4 offers basic integrations with common platforms

Scalability and Performance

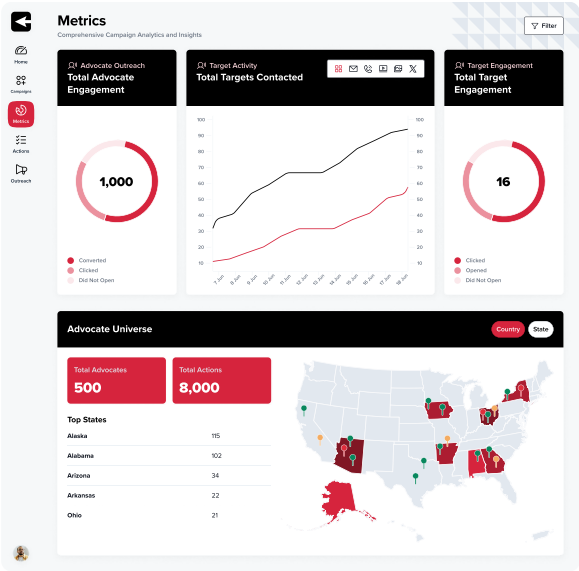
Scalability differs based on target markets:

- Bonterra caters to growing nonprofit and progressive organizations
- CiviClick focuses on large lobbying / public affairs affirms and digital agencies
- Quorum and FiscalNote serve large corporations and government relations teams
- Soft Edge and Speak4 offer solutions adaptable to small and mid-sized organizations

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Industry Trends and Future Outlook

The advocacy software landscape is rapidly evolving, driven by technological advancements, changing user expectations, and shifts in the political and social environment. As organizations seek to maximize their impact and efficiency, several key trends are shaping the future of advocacy software. These trends reflect a move towards more sophisticated, data-driven, and personalized advocacy efforts, while also addressing growing concerns around privacy and security. Understanding these trends is crucial for organizations looking to stay ahead in their advocacy efforts and make informed decisions about their technology investments.



Increasing Emphasis on AI and Machine Learning

Artificial Intelligence (AI) and Machine Learning (ML) are becoming integral components of advocacy software platforms. These technologies are being leveraged to analyze vast amounts of data, identify patterns, and generate predictive insights that can inform advocacy strategies. AI-powered tools are increasingly being used to automate tasks such as sentiment analysis of constituent messages, prediction of legislative outcomes, and optimization of outreach timing. As these technologies continue to advance, we can expect to see more sophisticated applications, such as AI-generated personalized messaging and automated policy impact assessments.

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Greater Focus on Personalization



Personalization is emerging as a critical factor in successful advocacy campaigns. Advocacy software platforms are developing more advanced capabilities to segment supporters based on their interests, behaviors, and demographics. This allows organizations to tailor their messaging and calls to action for maximum relevance and impact. Future developments in this area may include real-time personalization of advocacy content based on current events or individual supporter actions, as well as more sophisticated A/B testing tools to optimize messaging effectiveness.

Enhanced Mobile Capabilities

The shift towards mobile-first approaches in advocacy software reflects the broader trend of increased mobile device usage. Platforms are not only optimizing their interfaces for mobile use but also developing features specifically for mobile engagement. This includes location-based advocacy alerts, mobile-friendly action tools, and integration with mobile messaging platforms. In the future, we may see the development of augmented reality features for in-person advocacy events or the use of mobile devices for real-time constituent feedback during legislative sessions.

Integration of Social Media and Digital Channels

Social media is becoming an increasingly important battleground for advocacy efforts, and software platforms are adapting accordingly. Advanced social media listening tools, influencer identification features, and integrated social media advocacy campaigns are becoming standard offerings. Future developments may include more sophisticated tools for tracking and influencing online conversations, as well as better integration of emerging social platforms and formats like TikTok or live streaming.

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Data Privacy and Security



With the implementation of regulations like GDPR and CCPA, data privacy and security have become paramount concerns in advocacy software. Platforms are investing heavily in features to ensure compliance with these regulations and to protect sensitive constituent data. This trend is likely to continue, with future developments potentially including blockchain-based data protection, advanced encryption methods, and more granular controls for supporters over their personal data.

Emphasis on Measurable Impact

Organizations are increasingly expected to demonstrate the tangible impact of their advocacy efforts. As a result, advocacy software platforms are developing more sophisticated tools for measuring and reporting on campaign effectiveness. This includes advanced analytics dashboards, ROI calculators, and tools for correlating advocacy actions with policy outcomes. In the future, we may see the development of industry-wide benchmarks for advocacy effectiveness and more advanced tools for attributing policy changes to specific advocacy efforts.

Conclusion: The CiviClick Advantage

As organizations navigate the complex landscape of advocacy software solutions, CiviClick stands out through its unique approach to advocacy effectiveness and campaign impact. While other platforms excel in specific areas - from FiscalNote's global policy intelligence to Bonterra's nonprofit focus - CiviClick offers distinct advantages in customer support, data, AI and message personalization that address the core challenges of modern advocacy campaigns.

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Value propositions:

1. Message Effectiveness

- Advanced personalization capabilities that exceed industry standards
- AI-driven message variation for more authentic constituent messages
- Strategic message delivery timing for maximum impact
- Customizable content based on stakeholder segments

2. Campaign Strategy

- Comprehensive approach to campaign planning and execution
- Integration of multiple stakeholder perspectives across campaigns
- Focus on meaningful engagement rather than just message volume
- Strategic guidance for optimal campaign outcomes and measurement

3. Support and Services

- Proactive strategic guidance beyond technical support
- Expertise in advocacy campaign effectiveness
- Flexible service options to match organizational needs
- Commitment to client success through measurable outcomes

4. Innovation and Adaptability

- Continuous platform evolution based on advocacy trends
- Integration of emerging technologies and best practices
- Scalable solutions for growing organizations
- Focus on future-ready advocacy capabilities

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5. Value Proposition

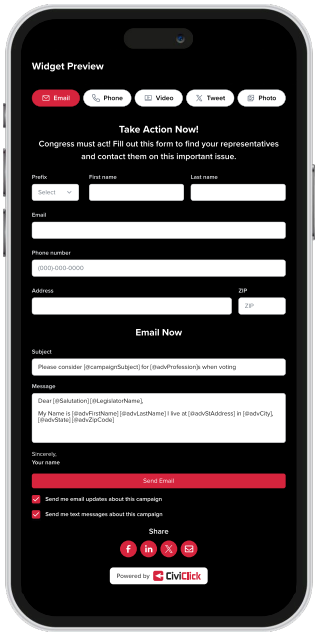
- Clear focus on advocacy ROI
- Balanced feature set for various organization sizes
- Competitive pricing relative to feature depth
- Demonstrable impact on advocacy outcomes

The CiviClick Advantage in Practice:

Organizations choosing CiviClick benefit from a platform that goes beyond basic advocacy tools to provide a strategic approach to campaign effectiveness. While other platforms may offer more comprehensive policy tracking (FiscalNote, Quorum) or simpler user interfaces (Speak4, Soft Edge), CiviClick uniquely combines powerful advocacy tools, robust reporting, and AI-assisted message personalization, with strategic guidance to maximize a campaign's impact.

For organizations seeking to:

- Enhance the effectiveness of their advocacy messages
- Build authentic and recurring constituent engagement
- Demonstrate measurable advocacy impact and outcomes
- Scale their advocacy efforts more efficiently and effectively
- Maintain a competitive advantage in advocacy campaigns against opponents



CiviClick provides a compelling solution that addresses all of these core needs, while offering the flexibility to grow with organizational requirements.

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Future Outlook:

As the advocacy landscape continues to evolve, CiviClick's focus on performance marketing, message effectiveness, and strategic campaign management positions it very well for future developments in digital advocacy. The platform's commitment to innovation, coupled with its understanding of advocacy fundamentals, makes it a strong partner for organizations seeking to make a lasting impact through their advocacy efforts.

In conclusion, while each platform in this comparison offers valuable features for specific use cases, CiviClick's innovative and balanced approach to advocacy effectiveness, combined with its strategic support and pioneering features, provides a distinctive advantage for organizations serious about advocacy impact. Its focus on meaningful engagement and measurable results makes CiviClick a compelling choice in an increasingly complex advocacy software landscape.

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Feature Comparison Matrix

Core advocacy features	CiviClick	Quorum	FiscalNote	Bonterra	The Soft Edge	Speak4
Email Advocacy Tools	Full	Full	Full	Full	Full	Full
Custom Target Mapping	Full	Full	Full	Full	Partial	Limited/none
Click-to-Call Campaigns	Full	Full	Full	Full	Full	Partial
Social Media Integration	Full	Full	Full	Full	Partial	Full
Petition Management	Full	Full	Full	Full	Full	Full
Event Management	Partial	Partial	Limited/none	Full	Partial	Full
Legislative Tracking	**CiviClick**	**Quorum**	**FiscalNote**	**Bonterra**	**The Soft Edge**	**Speak4**
Federal Legislation	Full	Full	Full	Full	Full	Partial
State Legislation	Full	Full	Full	Partial	Full	Limited/none
Local Legislation	Partial	Full	Full	Limited/none	Partial	Limited/none
Regulatory Tracking	Partial	Full	Full	Limited/none	Partial	Limited/none
Global Policy Monitoring	Limited/none	Partial	Full	Limited/none	Limited/none	Limited/none
Committee Tracking	Partial	Full	Full	Limited/none	Partial	Limited/none
Personalization & AI	**CiviClick**	**Quorum**	**FiscalNote**	**Bonterra**	**The Soft Edge**	**Speak4**
Message Personalization	Full	Partial	Partial	Partial	Partial	Partial
AI-Driven Content Generation	Full	Limited/none	Full	Limited/none	Limited/none	Limited/none
Audience Segmentation	Full	Partial	Partial	Full	Partial	Partial
Customizable Workflows	Full	Full	Full	Partial	Full	Partial
Smart Message Timing	Full	Limited/none	Partial	Limited/none	Limited/none	Limited/none
Analytics & Reporting	**CiviClick**	**Quorum**	**FiscalNote**	**Bonterra**	**The Soft Edge**	**Speak4**
Campaign Analytics	Full	Full	Full	Full	Partial	Partial
Custom Reporting	Full	Full	Full	Partial	Partial	Partial
ROI Measurement	Full	Partial	Full	Partial	Limited/none	Limited/none
Predictive Analytics	Full	Limited/none	Full	Limited/none	Limited/none	Limited/none
Real-time Monitoring	Full	Full	Full	Partial	Partial	Partial
Integration & Technical	**CiviClick**	**Quorum**	**FiscalNote**	**Bonterra**	**The Soft Edge**	**Speak4**
CRM Integration	Full	Full	Full	Full	Full	Partial
API Access	Full	Full	Full	Partial	Full	Partial
Mobile App	Partial	Full	Full	Partial	Full	Full
Data Security Compliance	Full	Full	Full	Full	Full	Full
Custom Integrations	Paid feature	Paid feature	Paid feature	Partial	Paid feature	Limited/none
Support & Services	**CiviClick**	**Quorum**	**FiscalNote**	**Bonterra**	**The Soft Edge**	**Speak4**
Technical Support	Full	Full	Full	Full	Full	Full
Strategic Guidance	Full	Partial	Full	Partial	Partial	Limited/none
Training Resources	Full	Full	Full	Full	Full	Partial
Professional Services	Paid feature	Paid feature	Paid feature	Partial	Partial	Limited/none
Campaign Management Services	Full	Partial	Partial	Partial	Limited/none	Limited/none
Additional Features	**CiviClick**	**Quorum**	**FiscalNote**	**Bonterra**	**The Soft Edge**	**Speak4**
Fundraising Tools	Limited/none	Limited/none	Limited/none	Full	Limited/none	Limited/none
Stakeholder Database	Full	Full	Full	Full	Full	Partial
Virtual Event Platform	Partial	Partial	Limited/none	Full	Partial	Full
Volunteer Management	Limited/none	Limited/none	Limited/none	Full	Limited/none	Partial
Coalition Building Tools	Full	Partial	Partial	Limited/none	Partial	Limited/none

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