



## Combine the power of EveryAction & mCommons to grow your lists, drive supporter engagement, and enhance fundraising strategies

### Grow your mobile list

Sync opt-in data into mCommons to engage new subscribers that originated from EveryAction

- | Automatically trigger welcome journeys to begin nurturing and engaging new subscribers
- | Easily track who joined through EveryAction
- | Utilize this method as an always-on opt-in path or for special campaigns and events

### Optimize fundraising campaigns

Target your fundraising asks by segmenting groups based on donation data from EveryAction

- | Nurture new supporters through your mobile program with personalized campaigns that inspire a first-time donation
- | Engage existing donors with targeted messages that keep them motivated to your cause, leading to repeat contributions
- | Identify dormant donors and re-engage them with compelling and relevant mobile campaigns to inspire renewed giving

### Drive meaningful engagement

Sync data between both platforms to improve personalization to build lasting relationships, drive donations, and mobilize supporters

- | Enrich existing mobile subscriber data for a more complete picture of your supporters
- | Target campaigns based on activist codes to more closely connect to the causes, initiatives, and activities the supporter cares about most



### How it works

This integration supports the EveryAction 8 API to power bi-directional data syncs between mCommons and EverAction.

Sync standard profile data, as well as specialized fields like donation information and activist code:

- | First and last name
- | Phone number and email address
- | Opt-in and opt-out data
- | Street address, city, state, zip, and country
- | Donation data, including if a supporter has donated or not, highest prior donation, dates and amounts
- | Activist codes

### Ready to get started?

Speak to one of our mobile experts to supercharge your supporter engagement with mCommons and EveryAction

[Talk to Us](#)