



RED

STAMPEDE

Website & mobile platforms that harness the **supporter-enabling** and **fundraising potential** of the Internet



OUR HISTORY

2010, Mark Neumann, former WI Congressman and gubernatorial candidate decided that he would invest the resources to build a web platform to use for his own campaign for Governor. After building a team of top web programmers, graphic designers, and online marketers Neumann tasked them to create a system like President Barak Obama's 2008 web platform "Mybarackobama"; to harness the supporter-enabling and fundraising potential of the Internet.

The result? E-Stampede ranked Neumann's campaign web platform one of the top 10 campaign website platforms in the country for 2010 describing it as:

"One of the most interactive GOP websites we've seen. You can create your own account and keep track of upcoming events near you, join and keep up with campaign groups, and organize your own online fundraising efforts. The Neumann campaign is using an instant messenger service enabling visitors to send and receive instant messages with the campaign staff. This is a beautiful website with excellent functionality."

Neal Harrington, a political fundraiser who served as Finance Director for Neumann's campaign, worked with the platform for nine months during the campaign immediately saw the enormous potential, and ultimately purchased the technology from Neumann in December of 2010.

For more information, please visit

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OUR HISTORY

continued

Neal Harrington founded Red Stampede in January of 2011 and the overhauled the platform to provide a custom site and content management system (Admin Portal) which allows customers to manage their entire online operation and many facets of their offline programs under one roof. New technologies were also integrated to ensure that the platform provided the latest and most advanced set of tools available while also ensuring that the user would be able to easily manage and operate the system with any technical knowledge.

Red Stampede officially launched in July of 2011 and, since then, has grown significantly and is getting noticed nationally. We have been named a Reed Awards finalist for the best "Statewide / Congressional Campaign Website" in the country by *Campaigns and Elections*, which winners will be announced at the Reed Awards ceremony in Washington, DC on February 3, 2012.

We are also continuing our rigorous pursuit of new technologies, and just announced the rollout of our "Mobile Stampede" platform now available.

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WHAT WE DO

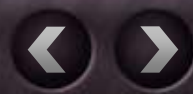
Red Stampede offers a unique opportunity to purchase a web and mobile platform that harnesses the **supporter-enabling** and **fundraising potential** of the Internet at a price the competition simply can't match - at cost.

In addition to our full suite of modules, fundraising and social networking tools, My Social Network, all Red Stampede website packages come standard with our custom site and content management system (Admin Portal). Located and accessed directly from within the site, our Admin Portal allows you complete control and easy management of the entire platform.

You can also easily integrate your external social networks and other programs such as Salesforce, Authorize.net and PayPal, MailChimp, and Google Apps so that you can manage your entire online operation across multiple channels, all from within your Admin Portal. Red Stampede now also offers a full suite of Mobile platforms and technologies as our latest product release.

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KEY BENEFITS

RAISE MORE MONEY

Turn “fundraising” into “Social-Raising” by giving your supporters their own Personal Fundraising Page that they can share to Facebook and Twitter, paste into a website or blog, recruit their contacts to donate, track their progress instantly, and win rewards for their success.

BUILD MORE SUPPORT

Your supporters can recruit their contacts where ever they are online or offline with a personalized targeted message in a few simple clicks.

TURN SUPPORTERS INTO ADVOCATES

Give your supporters the tools to be your strongest advocates including their own site blog, tools to host events and create groups, instant messaging to interact with each other and communicate with their friends; and most importantly, tools to let them raise money for you in seconds.

IMPROVE PRODUCTIVITY

Easily integrate your external social networks and other programs such as Salesforce, Authorize.net and PayPal, Mail-Chimp, and Google Apps so that you can manage your entire online operation across multiple channels, all from within your website’s Admin Portal

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TESTIMONIALS

“The website is awesome! I really like it. What a great tool. Thanks for all your hard work”

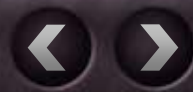
Dan Forest - 2012 NC Lt. Governor Campaign

“This website is a game-changer!”

Scott Stone - 2011 Charlotte Mayoral Campaign

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TESTIMONIALS

Continued

"Working with Neal Harrington and the Red Stampede Team represented a level of excellence every company should strive for.

Their attention to detail, quick response time, and sheer ingenuity made working with them a pleasure.

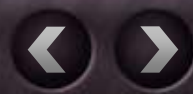
Neal Harrington is a visionary whose creative ideas are taking fundraising to another level.

Neal, thank you and your team for your remarkable insight and expertise on the Save The Seed Campaign!"

Dr. Nita Evans
Strategic Consultant, The Male Leadership Academy
Save The Seed Campaign

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CLIENT SHOWCASE

2012 Reed Award Finalist

Committee to Elect Dan Forest

Candidate for NC Lt. Governor - 2012

Description

Red Stampede built the campaign's platform incorporating two custom application landing pages - "Mainstreet" and Pledge Your Vote - Don't Vote Alone"

- ✓ Integration of Red Stampede modules, fundraising and social networking tools, site content management system, and reporting feature
- ✓ Fullview (Red Stampede's Custom Salesforce CRM integration)
- ✓ Custom design by Red Stampede designers
- ✓ Stampede Communicator (Red Stampede's Email Marketing Platform)



Results (To-Date)

Active Users	204
User Blogs	364
Visible Comments	132
Total #/\$ of Donations	164 / \$44,501.50
Average Donation	\$271.35
Completed Events	74
Groups Created	100
Active Fundraising Pages	63
Sharing Reach	1.2 Million

[Preview Website](#)

[Request Demo](#)

[Sign Up Today!](#)

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RED STAMPEDE

By the Numbers... **FUNDRAISING**

494

Active Users

436

Donors

\$65,090

Donated

140

Fundraising
Pages
Created

171

Donations
Through
Fundraising
Pages

Request Demo

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RED STAMPEDE

By the Numbers...

ADVOCACY

494

Active Users

518

User
Blogs
Posted

150

User Blog
Comments

125

Number of User
Events Planned

144

Groups
Created

Request Demo

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PRODUCT FEATURES

SITE
MODULES



FUNDRAISING
TOOLS



MY SOCIAL
NETWORK



SITE & CONTENT
MANAGEMENT



REPORTS &
ANALYTICS



NOW AVAILABLE
MOBILE STAMPEDE



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MODULES

Description

- Red Stamped websites are packed with a set of modules that have been developed to help you find, recruit, engage, and cultivate new and existing supporters for your organization.

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SOCIAL SIGNUP

By offering multiple methods of registration, your organization will remove potential barriers to user adoption and also allow your supporters to tailor their experience and specify their interactions with your organization. Our Social Signup module provides multiple registration methods allowing anyone to quickly and easily join your organization.



YOUR VOICE

To build and cultivate an online community, it's imperative to provide certain tools to encourage an open and meaningful dialogue with your organization. The "Your Voice" module allows anyone to quickly submit comments, questions, or feedback to your organization.



SEARCH

Ensuring information is easy to find and relevant to what is being searched for is vital to building a sustainable following online. Our Search module is unique in that we not only index site content; but we also index user profiles, groups, blogs, and events to provide a more in-depth and thorough search.



INTEGRATED APPS

All Red Stampede sites can integrate email, calendaring, and document sharing applications to help keep both your staff and supporters on the same page and up to date with your organization.



SOCIAL CONNECTOR

Our Stay Connected module allows your supporters to easily connect with you on other external platforms from your site. This provides your supporters the option of where they would like to engage your organization without having to search for you. Site administrators control which platforms are linked to from your site and can quickly and easily change or update new sites through the Admin Portal.



BRANDED TV

Our custom Branded TV application automatically reads a YouTube page and organizes the videos based on a specific tag given to the video in YouTube. There can be up to 5 categories and 50 videos in each category. Once the application is set up, changing the categories and the videos is as simple as editing the YouTube video tags.



SHARE

Our Share tools will help you exponentially reach more people and make it easier than ever for you to turn everyone into advocates for your organization.



ACTIVITY FEED

The Activity Feed is a real-time auto-scroll of every activity or action taken by anyone on your site. This is a great tool to entice more user generated involvement and can also be a great way of showing your breadth of support.



SOCIAL INTEGRATOR

Just as it is important to provide your site visitors the option of interacting with your organization on other external platforms; it is equally important to connect and integrate your external platforms back into your site allowing you to maintain a complete presence online across multiple platforms.



COMMUNITY RECRUITER

One of our most powerful modules, the Community Recruiter allows you and your members to exponentially increase your ability to reach new people by tailoring and micro-targeting each point of contact to a specific feature or tool. This module provides the next generation of communication and goes much further than the traditional "forward to a Friend" tool of the past. Now, you and your members have the ability to easily import contacts from external sources and recruit them to a specific activity or action, interest, or item within the platform.



CHAT

Servicing your site's visitors is a great way to have a strong first impression and build loyalty. Our Chat module will allow you to greet and/or provide assistance to anyone visiting your site and will immediately demonstrate your organization's commitment to service.

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FUNDRAISING TOOLS



Description

Ultimately, the success of most online operations can be directly equated to how much money is raised. That is why fundraising is our core focus of both our product and company. Our fundraising tools will provide you and more importantly, your supporters with everything that you need to raise money – and lots of it.

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DONATION PROCESSING

The donation processing system is a fully secure and tested web-form that accepts all major credit cards and can process both single and recurring gifts. Administrators may create an unlimited number of donation pages, each fully customizable and always branded to your organization. Each page may also include an offline giving option if applicable.

- ✓ Accepts MasterCard, Visa, American Express, Discover
- ✓ Separate billing and shipping addresses allowed.
- ✓ Allows user-input of the donation amount.
- ✓ Accepts Single and recurring donations (Authorize.net only)
- ✓ Can show or hide form fields based on the value of another form field.
- ✓ Validation of field data before submitting to the payment processor
- ✓ Option to add a donate offline box to the donate page



PAYPAL INTEGRATION

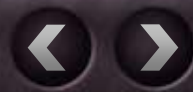
You can integrate a PayPal contribution option into any of your existing donation pages in order to provide your supporters with multiple giving options.



PERSONAL FUNDRAISING PAGES

Rapidly increase your bottom line by providing your supporters the tools they need to help raise money for your organization. Each registered user can easily create his or her personal fundraising page in two simple steps. Your supporters can promote, recruit, and track their fundraising progress from within their personal dashboard and win rewards for their success. This is a great tool that anyone can use to have a tremendous impact on your organization with very little effort.

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MY SOCIAL NETWORK



Description

All Red Stampede websites come standard with our custom built-in social network. Developed from the same base code as MyBarakObama.com, you can now turn your supporters into advocates by giving them the same set of tools used by Obama's campaign in what many say was the greatest marketing campaign ever. Regardless of your objective or purpose, our social networking platform will help your organization find, recruit and engage new supporters while building stronger relationships with existing members.

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PERSONAL DASHBOARDS

Our Personal Dashboard feature allows your supporters an organized snapshot of his or her overall interactions with your organization. The dashboard serves as the “administrative portal” for each registered user and is where they are able to perform any call to action, completely personalized and tailored to each user’s preference.



BLOGS

Allow your supporters to create and express their views on issues or anything else they wish to express. Recognize your user’s outstanding blog postings by promoting a specific blog posting to the home page.



FRIENDS

Allow your supporters to meet, engage and become friends with other supporters through your site. Each registered user may invite their contacts to join your organization and may also connect and interact with other existing site users all from within this module.



NOTIFICATIONS

Allows each registered user to indicate and specify their preferred method and frequency of notifications as a result of certain actions taken on the site by either them or another registered user.



PERSONAL PROFLES

Each registered will have a personal profile which shows other members who they are, why they support the organization and what actions they have taken on behalf of it. Each profile page contains easy to navigate menu items to provide quick access to the site features and tools available.



EVENTS

Allow anyone the ability to host, attend or share an event whether user generated or organization generated. The event module will allow your supporters the tools they need to easily create, plan and execute any type of event.



MESSAGES

Provide registered users an email tool where they may send and receive public and private messages from other registered users or receive a global message sent by site administrators to all registered users.



BROWSE / SEARCH

Allow your supporters the ability to quickly and easily search and find what they are looking for. The browse feature provides all site users multiple methods of searching other users, site content and activities and actions.



ACTIVITY INDEX

Encourage your supporters to harness their competitive nature through contests and other activity driven campaigns. Our Activity Index allows you to easily assign point values to every possible action a user can take on the platform. Recognize and reward your top point earners and motivate others by offering point driven incentive premiums.



GROUPS

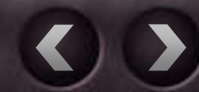
Build and cultivate teams of people with a common interest, location or purpose. Groups are a powerful tool to build coalitions within your organization that are focused on a single objective or area, or activity.



FUNDRAISE

Provide your supporters a powerful tool to allow them to have a direct impact on your bottom line. Each user has an administrator created personal fundraising page that they may use to raise and track contributions to your organization. Each user may use the existing title, description and goal set for them or may customize each component to their liking to allow them to control their tool set.

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SITE MANAGER

Our Site Manager allows you to easily control and manage all modules, tools and content in the website platform as well as any external systems or applications that have been integrated; giving you one system, located in one place, for a complete solution.



THEME MANAGER

Our Theme Manager allows you to manage the site's graphic design and easily update the look and feel of the website without affecting the wireframe or functionality of the site



CONTENT MANAGER

The Content Manager allows you to easily create, revise, and/or delete content pages, press releases, news stories, and site menus.



CONSTITUENT MANAGER

The Constituent Manager allows you to specify the fields, values, and content for any action page including our volunteer signup form, the activity index, and the Pledge Your Vote module.



FUNDRAISING MANAGER

Our Fundraising Manager allows you to create and customize an unlimited number of donation landing pages and personal fundraising pages.

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REPORTS & ANALYTICS



Description

It's all about the data and how you use it! It's imperative that you have the ability to track and analyze each component of your website. Knowing what to track, how to track it, and what to do with the results is the key to maximizing the true potential of your online operation. Our automated tracking and reporting system will provide you with a complete analysis of your online operation. Some companies boast their ability to generate fundraising compliance reports or site traffic reports. Sure, we have those reports too. But our reporting system allows you to dive much deeper to proactively influence the social interactions and behavior of your site's supporters and potential supporters. You can run predictive analysis to know what effect potential actions you take on the site will have on your supporters before it happens.

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SITE

Our Site Report Manager includes Google Analytics but also dives deeper to provide administrators summary snapshots and detailed reports that can be viewed online or downloaded. Quickly and easily access information about your site's visitor interactions and page flow, which tools are most effective in building your online community, and how active are your current members.



CONTENT

Our Content Report Manager allows site administrators to see the number of unique views of each blog posting, news story and press release, with each linked to the content. Administrators are also able to view any reported content submitted for review.



FUNDRAISING

Our Fundraising Reporting Manager allows site Administrators to run and download reports of all successful and unsuccessful donations as well as the top fundraiser during a specific time period or since inception. Because our donation module has been customized to ensure campaign finance compliance, each report will contain the information you need to file your fundraising reports with the applicable regulatory agency.



CONSTITUENT MANAGER

Allows site administrators to view and download reports about your volunteers, endorsements, top point earners, top recruiters, and pledged votes.

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MOBILE STAMPEDE



Description

Our powerful suite of mobile platforms mark the latest technologies in mobile systems. Cross-platform compatible and optimized for over 5,300 devices, our suite of mobile platforms will deliver results. We have a full arsenal of mobile technology now available to Red Stampede customers including full mobile sites with a downloadable app included, mobile landing pages, QR mobile business cards, custom branded QR codes, and robust text messaging services. Our mobile platform harnesses social media by allowing supporters to easily “Like” your Facebook page, follow your Twitter feed, watch your YouTube feed and join your LinkedIn group. Our society is now mobile – is your organization?

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Full Mobile Site

Up to 20 pages deep, our full mobile sites work on all devices and includes a downloadable app so your supporters can access your mobile site with one touch.



Mobile Landing Pages

Mobile pages can deliver the latest videos, sound bites, blog posts, social media feeds and news feeds. Site content can easily be changed or rearranged based on an event, location or road show. An easy user interface allows quick updates by you, when you need them.



QR Digits - Your business card gone mobile

This single page mobile site can be setup to show you off best and give your supporters quick access to you! Social sharing and lead form capture are also included.



Custom Branded QR Codes

Branded QR codes are 86% more likely to be scanned than a traditional code. Our custom QR codes will provide you the latest technology and creative techniques to take your organization to the next level.



Text Messaging Service

Have your supporters text “Your Keyword” to 71441 and “opt in” to your list. You and/or your staff can interact with the subscribers and offer event locations, campaign information, media alerts, polls on the topics they care about, donation requests and more! Texts can be scheduled in advance, or done in real time.



QR Code Embedded Premiums

QR code-embedded, high resolution, reusable drinking cups can be a great premium to offer your most dedicated advocates. Easy viral sharing makes these a great tool that you can use at rallies, events, or anywhere on the campaign trail as they will even attract attention due to its novelty.

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