

## Torch for Foundations

Torch™ is social media intelligence for the civic sector. Torch's database indexes real-time social media content from 3 million+ civic influencers - nonprofits, elected officials and donors - to power grant-making, communications, coalition-building and fundraising.

### Serve Your Grantees

#### ✓ Monitor trends in your program areas

- Search by grants portfolio issue and geographies served
- Identify conversations, traction, and sentiment on program issues
- Create recurring reports on program area trends

#### ✓ Build grantee capacity

- Make Torch available as an organizational resource for grantees, with the Torch customer success team providing grantee training and support

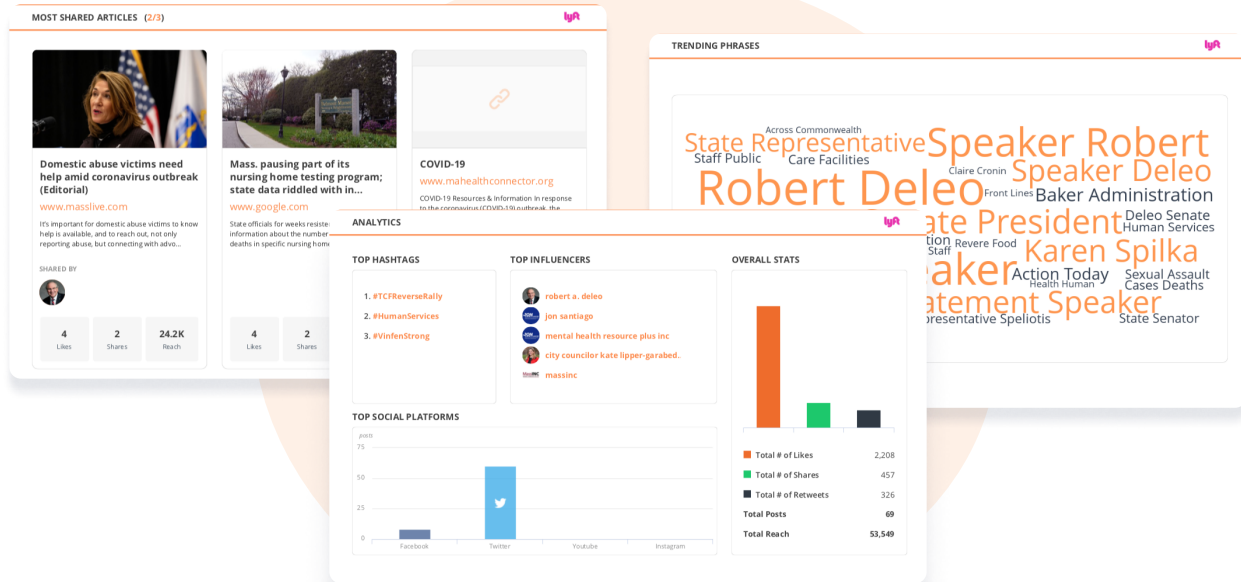
### Understand Your Community

#### ✓ Learn about community needs

- Analyze current issues of importance by place sorted by zip codes
- Create community needs assessments with top issues, influencers, and word clouds of trending local topics of concern

#### ✓ Produce place-based scans to find new and emerging organizations

- Search Torch's national database by organizational size, location, and year of founding
- Identify smaller and newer grassroots organizations and leaders



## Demonstrate Your Impact

- ✔ **Create social media leaderboards of your grantees**
  - Produce analytics on grantee reach and relevance
  - Run recurring reports on grantee performance
- ✔ **Publish reports on grantee activities and influence for board and peer foundations**
  - Highlight grantee influence and impact
  - Create foundation-branded reports demonstrating influence and impact
- ✔ **Expand social media following and reach of foundation publications**
  - Create targeted influencers lists who care about foundation program areas and publications
  - Export influencer lists into CSV files for social media promotion