

Torch for Nonprofits

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 coalition-building, communications and fundraising.

Raise Money

✓ Find grants and funders

- Search social media feeds of funders for grant announcements
- Scan social media feeds of grantees who make grant announcements to prospect for new funders

✓ Set up intelligence feeds on your funder prospects

- Connect your CRM to Torch to have real-time, searchable social media feeds of your funding prospects

✓ Set up intelligence feeds on your current funders

- Connect your CRM to Torch to have real-time, searchable social media feeds of your current funders

Build Your Mission

✓ Find coalition partners

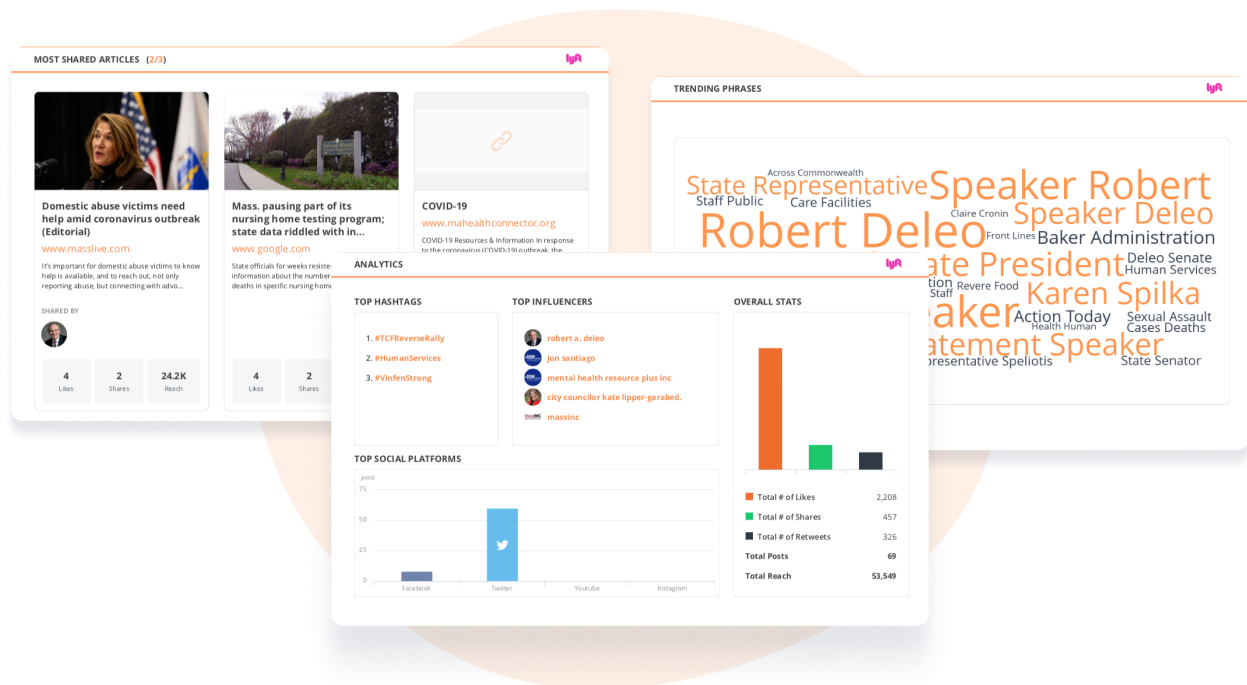
- Search for coalition partners using Torch by entering the keywords related to your coalition and a geographic bound to your coalition to view the real-time chatter from mission-aligned nonprofits, nonprofit board members and other influencers. Add them to watchlists and connect on social media, monitor, and export their information.

✓ Stay on top of your issue areas

- Build research universes in Torch of your top thought leaders and groups you want to follow.
- Build recurring social media searches on your organization's key issue areas.
- Follow your followers to learn what interests them

✓ Conduct real-time opposition research

- Monitor what your opponents are saying and doing
- Create weekly, monthly or quarterly oppo research reports



Expand Social Media Following

✓ Identify target audiences

- Use Torch keyword searches of your issues to find new audiences

✓ Create content

- Share analytics exports as commentary on social media
- Find social content on Torch to like, follow and share within your social media audience