

# TORCH

## WHAT'S YOUR MISSION?

NGOs, foundations, activists and policymakers across the world communicate their work and opinions through Facebook, Twitter, E-mail alerts, blog articles and YouTube videos. This massive amount of data about their important developments is being communicated in real time, but it is hard to identify trends among the data or catch every useful piece of content that ally, adversary, funder and client organizations are publishing.

It can be overwhelming to find this content, stay on top of developments and get involved because this social mission information is decentralized across hundreds of thousands of webpages, social profiles, YouTube accounts and other digital channels - a situation made worse if you do not sign up for emails from the organizations and causes that interest you because then you will never see them at all.

The Torch intelligence platform aggregates and indexes content internationally from mission-driven organizations and individuals by collecting and sorting millions of outreach emails, social media feeds, blog posts, YouTube videos and RSS streams into a real time dashboard with a customized feed and reporting tool. The platform's continuously updating pulse, ticker, news and video feed of the mission-driven world is organized by the particular issues, topics, keywords, geographies and formats you customize to help you keep tabs and get connected.

Torch is designed for Communications Directors, Development Directors, Board Members, Managing Directors, Staffers, Vice Presidents, Strategy Directors, journalists and new employees at International NGOs, foundations, lobbying or political messaging firms, publications and more.

# HOW MISSION-DRIVEN ORGANIZATIONS AND INDIVIDUALS USE TORCH:

A **Communications Director** of an **advocacy NGO** logs in to Torch this morning to verify that all her comms from yesterday went out and have an appropriate level of buzz on social media. She also uses Torch to learn what allies and adversaries are doing in their blog posts, social media posts, YouTube uploads, advocacy alert emails and fundraising appeals.

A **Managing Director** at a **lobbying or political messaging firm** searches Torch by geography to prospect for local nonprofit, union and foundation client leads and uses Torch's aggregated communications content to shape the specific keywords the firm uses in its client pitches.

An **NGO Development Director** uses her Torch Page to compile her messages and directs supporters to her organization's Torch Page in E-mail alerts and also by putting a link with the Torch logo on her organization's international homepage next to their Twitter, Facebook and YouTube links.

A **Program Officer** at a large **international foundation** runs three Torch reports every week to track the activities of current and prospective grantee organizations and stay current in the five issue areas that make up her grantmaking portfolio. Last week, she found an organization that met all of her grant criteria and through this discovery was able to award a new grant to help expand their services.

A **Staffer** at a **campaign management firm** creates an internal report using Torch's collection of advocacy content from allies and adversaries to strategize their messaging for the upcoming week.

A **New Employee's** first task at a local homeless outreach and advocacy center uses Torch to build a report about additional services and opportunities for the people his organization serves. This report is used internally to spread awareness among staff and creates referrals to more services in their community properly being directed to those in need.

An **Advocacy Director** at a **victim and survivor advocacy center** uses the Torch search and messaging platform to recruit coalition allies from states across the country. Through this community, he learns about new legislation for restitution benefits that were just made available.

A **Strategy Director** reporting to the Chief of Staff for a Candidate for Public Office uses Torch as an opposition research tool to monitor the fundraising and GOTV communications of his top opponents to see details about engagement effectiveness, policy issue priorities, message keywords, frequency of messages, and which digital media platforms they are prioritizing.

A **Journalist** uses Torch to compare Hillary Clinton fundraising emails for a story she is writing on how her messaging and positions have increased in frequency over the course of her campaign.

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