



Citizens engage leaders to influence change in their communities



JOIN NOW TO INFLUENCE

For all caring citizens who want to create social impact



REQUEST
locally

Citizens send calls-to-leadership to trigger campaigns to solve local issues



PROMOTE
locally

Leaders campaign for solutions with citizen participation to gain public support



JOIN NOW TO PROMOTE SOLUTIONS

For all leaders who want to win public opinion, contributions and votes.

ENGAGE
AND INFLUENCE!

PLACEFORPEOPLE,
THE COMMUNITY
ENGAGEMENT
AND SOCIAL
CAMPAIGNING SITE

KEY BENEFITS OF PLACEFORPEOPLE

“Reinventing Community Engagement and Communication!” For Free!

GEO-LOCALIZATION

“Customize your communication by local community. Engage locally!”

- Reach out to your local community, defined by geographic boundaries [1 Community = 1 Social Network]
 - Identify your supporters and activate non-supporters by geographic location, even at a street level
 - Define new geographical communities based on your community mandate
- Increase effectiveness of your online campaigning efforts
 - Customize your messages at local level (similar to door-door campaigning)
 - Engage citizens by campaigning for solutions to address specific community issues
 - Identify local community leaders and influential citizens to get endorsements
 - Display citizen support for each campaign and proposal at a local community level
 - Generate high quality and engaging content for your existing social media presence
- Raise funds for a specific community campaign at a specific location

MULTIPLICATION

“Multiply your results by the power of grassroots!”

- Reduce time spent on multi-community, multi-campaigning efforts
 - Launch the same campaign in multiple communities with a touch of a button
- Leverage grassroots campaigning at local communities
 - Enable citizens, your campaign team members or local community leaders to campaign on your behalf
- Tap into your supporters' social connections at a given local community to diffuse campaigns
 - Endorsing leaders' networks
 - Opinion leaders' networks
 - Citizen-citizen networks

PARTICIPATION

“Develop social campaigns to generate enthusiasm!”

- Co-create your campaign proposal bottom-up with the citizens in local communities
 - Engage citizens with your campaigns, beyond broadcasting your messages
 - Enable citizens to participate in and shape your campaigns instantly
 - Support citizens to share your campaigns with their social local networks
- Reduce feedback cycle between your campaign team and citizens
 - Understand the issues raised by the citizens at every community and respond publicly
 - Sort community issues together with the citizens
- Handle all public two-way communication with the citizens from a central platform
 - Manage petitions, citizen complaints smoothly and share your contribution publicly
 - Demonstrate two way constructive dialog between citizens and community leaders

INTEGRATION TO EXISTING ONLINE CAMPAIGNING CHANNELS:

Raise effectiveness and efficiency of your campaigns by integrating PlaceForPeople to your existing online communication channels.

Channel	Offer	How PlaceForPeople Complements Existing Online Communication
Your website	<ul style="list-style-type: none">• Introduce yourself and your organization• Post events, pictures and videos• Raise funds	<ul style="list-style-type: none">• Incorporate instant and interactive campaign content to your website (PlaceForPeople API® / application)• Scale up, multiply your campaign presence at no cost• Raise funds per campaign, per community, per geographical location
Email	<ul style="list-style-type: none">• Send single and mass emails	<ul style="list-style-type: none">• Leverage and customize ready-made attractive campaign posters• Invite citizens to support you by sharing engaging campaign posters
Facebook Page/ Causes Application	<ul style="list-style-type: none">• Create organization/ leader fan page• Broadcast messages, video and pictures to 'fans'• Enable fans to like your page	<ul style="list-style-type: none">• Reach out to citizens beyond fans• Segment your networks (by location): supporters, volunteers, donors, endorsers• Engage citizens, beyond broadcasting<ul style="list-style-type: none">• <i>Customize your message by geographic location</i>• <i>Get citizen input to your campaign proposals</i>• <i>Track performance of specific campaigns and fine-tune them with feedback</i>• Publish your comments on Facebook automatically
Twitter	<ul style="list-style-type: none">• Update your followers• Follow other organizations	<ul style="list-style-type: none">• Reach out to citizens beyond followers• Generate high quality and engaging content for twitter automatically
Youtube	<ul style="list-style-type: none">• Post video, create channel	<ul style="list-style-type: none">• Integrate your videos easily to your campaign on PlaceForPeople