

## Community Narrative Platform *Connecting communities through stories*

Even in the digital age, stories remain the central unit of connection. For most people, stories are what get them involved and keep them active in a cause. Yet many organizations have no simple way to learn which stories best motivate people and no effective way to share those stories within a community or broadcast them to the world. Contribute's Community Narrative Platform solves these problems. The platform is a social media web application that empowers your community members to give you valuable data about their own motivations and share those motivations with others.

Contribute lets your users post all kinds of content—including news items, videos and journal entries. Then it lets you aggregate and filter the stories that motivate people most, based on which stories actually lead people to donate, sign petitions, volunteer or complete other custom conversion activities.

Our platform connects users in the context of a larger social graph, with a full suite of "friending" and messaging capabilities. Post stories back to the main Contribute news site or control your distribution with multiple privacy preferences.

### Engage and Motivate Your Community

- **Collect** stories that move and touch your community through user submissions
- **Empower** individuals to report on their own anecdotes and experiences through our journaling platform
- **Enable** users to interact with stories by commenting, rating and even responding to stories with other stories

### Connect Causes to the Stories That Captivate Communities

- **Associate** causes with stories and news media
- **Track** conversions by seeing when your users take action
- **Aggregate** the most compelling and powerful stories
- **Capture** the reasons people give and act

### Customize and Control Your Community's Platform

- **Organize** your community on its own private new media platform
- **Broadcast** the most potent narratives to the Contribute news site and its partners
- **Publicize** your causes, or keep your community private with privacy controls

### Get In Touch

*We'd love to hear from you!*

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