

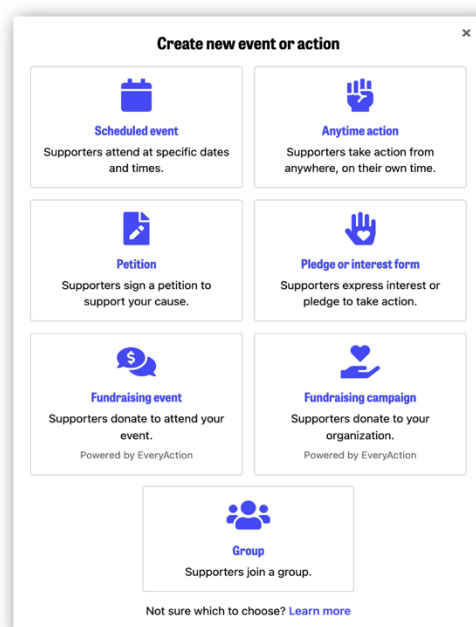
# Overview of Mobilize Events and Actions

On the Mobilize platform, our 'New Event' button allows you to create online or in-person actions for your organization's supporters to engage with. Available event features are:

- **Scheduled events:** Supporters attend at specific dates and times.
- **Anytime actions:** Supporters take action from anywhere, on their own time.
- **Petitions:** Supporters sign a petition to support your cause.
- **Pledges or interest forms:** Supporters express interest or pledge to take action.
- **Fundraising events:** Supporters donate to attend your event.\*
- **Fundraising campaigns:** Supporters donate to your organization.\*
- **Groups:** Supporters join a group.

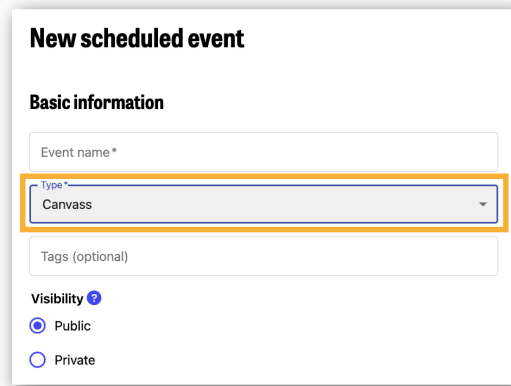
\* This action is integration-based and is only available to clients with EA Digital.

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# Scheduled events

This event feature is most useful for scheduled events Supporters can attend at specific dates and times. Scheduled events can either be in-person or virtual, and you can specify the type of event it is by selecting an event 'Type'. Popular Event Types include Canvasses, Phone Banks, Community Events, and more.



**New scheduled event**

**Basic information**

Event name\*

Type\*  
Canvass

Tags (optional)

Visibility ⓘ

Public

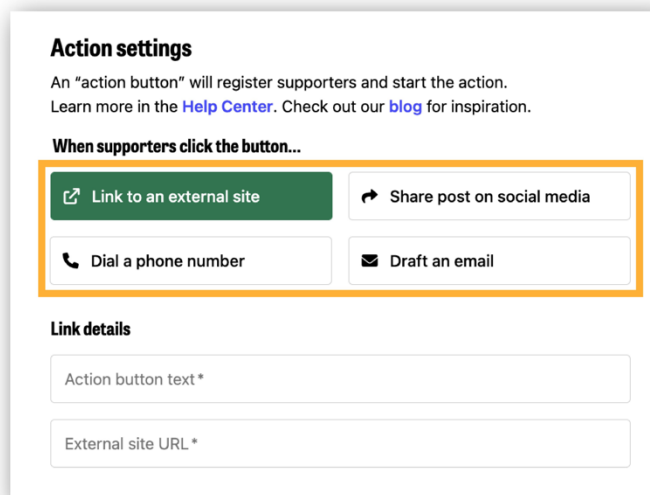
Private

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# Anytime actions

Anytime actions allow your Supporters to take action from anywhere, on their own time. You can customize the action your Supporters take by heading to **Action settings** and choosing from the following options:

- **Link to an external site:** Redirect to an external website, like a voter registration website or peer-to-peer texting tool (most popular!).
- **Share post on social media:** Share specific text on social media (Facebook or Twitter).
- **Dial a phone number:** Make a call (uses the supporter's own dialing tool).
- **Draft an email:** Send an email (uses the supporter's own email client).



**Action settings**

An "action button" will register supporters and start the action.  
Learn more in the [Help Center](#). Check out our [blog](#) for inspiration.

**When supporters click the button...**

Link to an external site

Share post on social media

Dial a phone number

Draft an email

**Link details**

Action button text\*

External site URL\*

# Petitions

With petitions, your supporters can easily pledge their support to your organization with the quick click of a button. Petitions have the same features as other Mobilize events, including:

- Space for a title, description, and image.
  - **Tags** for easy discovery.
  - Options to display additional prompts to supporters after they sign the petition, including **social sharing, donation, and event suggestions.**
  - Space to add **custom fields** to collect additional information from your supporters.
- 

# Pledges or interest forms

Pledges and interest forms, like anytime actions and petitions, are a great way to engage your supporters with "bite-sized" actions that they can take online immediately. To get started, simply select **Pledge or interest form** when creating a new event, and make sure to choose either option under Type!

**New pledge or interest form**

**Basic information**

Title \*

Type

- Pledge
- Interest Form

Visibility ?

- Public
- Private

# Fundraising events

Our EveryAction integration lets you create **Fundraising events** to capture contributions directly on Mobilize. With **Fundraising events** on Mobilize, you can:

- Grow your donor list with optimized bring-a-friend prompts and distribution on mobilize.us and in our network of mission-driven organizations;

- Keep your donors engaged with messaging and automated follow-up communications;
- Drive donors to take more action with our automated recruitment tools and weekly newsletters; and
- See contributions and insights in real time with data flowing instantly into your EveryAction CRM.

## Fundraising campaigns

Similar to **Fundraising events**, our EveryAction integration lets you set up **Fundraising campaigns** to capture contributions on our platform. Fundraising campaigns are hosted over a scheduled period of time and can be theme-driven campaigns, standing campaigns, and more – depending on your organization!


### Donate to the Save the Whales Fund [\[Edit event\]](#)

Fundraising Campaign · Hosted by Obama for Congress, with Mobilize Communities Now

**DONATE NOW**

**\$577 raised** · Help us get to \$600

One-Time  
  Monthly  
  Yearly



**Details**

Save the Whales was founded in 1977 when Maris Sidenstecker was 14 years old, and focuses on educating the public, especially children, about marine mammals and the fragile ocean environment.

Save the Whales believes children, the future of the planet, need to be empowered and know that their actions can promote change. Education is the key to saving whales, oceans, and ourselves.

Many people believe that whales have been protected by the 1986 worldwide ban on whaling.

Killings, captures, bombings, and pollution continue to threaten these peaceful creatures. We invite you to become a member of Save The Whales, a widely-admired nonprofit organization that has been working tirelessly to protect marine life for over 40 years.

I'd like to cover the \$0.85 processing fee so all of my donation goes to Obama for Congress

Continue

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By clicking the buttons above, you agree to the [Terms of Service](#) and [Privacy Policy](#).

## Groups

You can now create Groups on Mobilize that supporters can join at any time. Groups help supporters stay engaged and connected with other group members and ensure that they're kept up-to-speed with the group's latest events and resources, so that they're poised to take action in the future.



Groups become even more impactful when you use [Group campaigns](#) to enable your supporters to create their own [volunteer-led Groups](#). Like [event campaigns](#), group campaigns expand your capacity to **reach and retain new supporters** within your volunteers' networks, and help you identify and empower volunteer leaders by letting them raise their hand to lead and manage a group.

## Join the Texting Team! [\[Edit event\]](#)

Group



### About this group

Join our Texting Team to be the first to hear about opportunities to text with us in the future!

#### JOIN THIS GROUP

 Help us get to 100 members!

Join this group

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By clicking the button above, you agree to the [Terms of Service](#) and [Privacy Policy](#).

I want to receive occasional automated text messages from Mobilize Communities Now and Mobilize with updates about how to stay involved, such as recommended events and other actions. Message and data rates may apply. Message frequency varies. Text STOP to cancel or HELP for help. By opting in you agree to our [SMS Shortcode Terms of Service](#).