

netFORUM & Capwiz·XC™ Integration

Avecetra is the leading provider of membership management software solutions. The Avecetra family of products is designed to fit any type of organization, user, staff, and budget. Our solutions are the result of more than 12 years of experience serving more than 40 million individuals and 750 member-based organizations. Avecetra's products include netFORUM and netFORUM OnDemand.

Capitol Advantage is the industry's leading provider of online government relations products and services designed to meet the needs of government relations professionals nationwide. Capwiz·XC, the company's Web-based grassroots advocacy solution, is used by the American Society of Association Executives (ASAE) as well as over 1,500 organizations to impact key elected officials and the legislative policies that affect their communities. Capwiz·XC's advantages include:

- **Web Form Compatibility:** Ensure message delivery for your constituents. Capwiz·XC sends messages compliant with state and federal elected officials' Web forms.
- **Powerful Message Delivery Options:** Send customized letters via e-mail, fax, postal mail, and hand delivery as well as conduct call campaigns.
- **Multiple Message Targeting Levels:** Enable your activists to send targeted messages to Members of Congress, state legislators, mayors, city and county council members, media representatives, and other custom targets.
- **Comprehensive Government Directory:** Trust in Capwiz·XC to have the most reliable, up-to-date information on congressional, state, and local elected officials at your fingertips.
- **Viral Marketing and Recruiting Tools:** Increase traffic to your Web site with multiple e-marketing features, such as Web Stickers and Tell-A-Friend.
- **Comprehensive Election Tool:** Get out the vote by providing online access to voter registration, absentee ballots, and federal and state candidate biographies.
- **Tracking and Reporting Functions:** Compile extensive statistics of online interactions with your audience, including messages they received, pages viewed, conversion rates, and advocacy histories to measure campaign successes.



NET:FORUM



capwiz·XC™

Integration

The netFORUM and Capwiz·XC integration is performed entirely in the background so that there is no disruption to the administrator. The process streamlines your organization's data by completing the following two functions for the administrative end of your service:

Match Users with Their Elected Officials

The integration process provides reliable legislative data that will automatically match and link each user to his or her elected representatives' biography pages in Capwiz·XC.

Store Activity and Correspondence Histories

Capwiz·XC shares up-to-date data on actions and communications completed by its users with the netFORUM system. For example, you can easily find information on a specific e-mail, such as when it was sent, who received it, and its associated Alert. By being able to collect and segment your contacts by their activity histories, you can easily determine who your most loyal and/or least active supporters are. You can use this information to selectively send invitations or custom letters to members who took action on a particular issue or attended your organization's annual advocacy event. Additionally, this level of integration will be beneficial for your entire organization to access the full range of membership data through your organization's database.

netFORUM xWeb

netFORUM xWeb is a simple but powerful XML Application Programming Interface (API) that gives Avectra's customers the flexibility to customize, integrate, and extend their netFORUM solution. Avectra customers can use xWeb to integrate with complementary systems such as event management, eLearning, digital rights management, and content management solutions while updating and synchronizing the information with the netFORUM.

Pricing & Availability

netFORUM xWeb integration with Capwiz·XC is available today. It is licensed as a per-partner integration service plus an annual maintenance fee. Additional services may be required to complete or customize the integration to meet customer-specific requirements. Contact Avectra or Capitol Advantage for additional information and pricing.

About PartnerNET

PartnerNET consists of industry-leading developer and implementation partners who take advantage of netFORUM's underlying technology to offer Avectra clients a wide variety of value-added products and services that complement netFORUM's ever-expanding functionality. Avectra has worked in concert with more than a dozen PartnerNET partners to enable xWeb Service functionality at customer sites.

Partners appreciate our straightforward certification process and complete XML Integration Library. Clients appreciate the diversity of products and services offered, and also the security of knowing that they will have access to vital new technology that is developed in the years to come.

Contact Information

More information on Capitol Advantage and their suite of online government relations tools can be found at www.capitoladvantage.com, or by calling 703.289.4670 or 800.659.8708 or by e-mailing sales@capitoladvantage.com. To learn more about Avectra and our family of membership management solutions, please call us at 800.858.8272 or e-mail info@avectra.com. Additional information is also available at www.avectra.com.