Voting Intentions and Donations

Mark Reardon, 11/7/18

# Overview

A new My Momentum URL has been created that will record a NationBuilder signup’s voting intention for a vote, set appropriate tags in NationBuilder and redirect to a donation page with the form pre-filled with the signup’s details (which will be passed on to Paypal).

Use this in a NationBuilder email blast and create buttons with URLs that correspond to the choices available for the vote.

# 2018 NEC elections

## Choices and tags

|  |  |  |
| --- | --- | --- |
| **Choice** | **Meaning** | **Tags** |
| 1 | Pledge – all 9 | NEC18, LPM18NEC, NEC18\_Pledge, NEC18\_Email |
| 2 | Voted – all 9 | NEC18, LPM18NEC, NEC18\_Vote, NEC18\_Email |
| 3 | Backing different candidates | NEC18, LPM18NEC, NEC18\_Against, NEC18\_Email |
| 4 | Not a Labour member | NEC18, LPN18NEC, NEC18\_Email |

## URLs to embed in emails (just email, first and last names for now)

### Choice 1: Pledge – all 9

https://my.peoplesmomentum.com/voting\_intentions?vote=1&choice=1&email={{ recipient.email }}&donation\_first\_name={{ recipient.first\_name }}&donation\_last\_name={{ recipient.last\_name }}

### Choice 2: Voted – all 9

https://my.peoplesmomentum.com/voting\_intentions?vote=1&choice=2&email={{ recipient.email }}&donation\_first\_name={{ recipient.first\_name }}&donation\_last\_name={{ recipient.last\_name }}

### Choice 3: Backing different candidates

https://my.peoplesmomentum.com/voting\_intentions?vote=1&choice=3&email={{ recipient.email }}&donation\_first\_name={{ recipient.first\_name }}&donation\_last\_name={{ recipient.last\_name }}

### Choice 4: Not a Labour member

https://my.peoplesmomentum.com/voting\_intentions?vote=1&choice=4&email={{ recipient.email }}&donation\_first\_name={{ recipient.first\_name }}&donation\_last\_name={{ recipient.last\_name }}

# URL

<https://my.peoplesmomentum.com/voting_intentions>

## Mandatory parameters

|  |  |  |
| --- | --- | --- |
| **Name** | **Example value** | **Notes** |
| vote | 1 | Use this value for the 2018 NEC elections |
| choice | 2 |  |
| email | bob@example.com | Use an address in the NB database for testing but remove the tags when done |

## Optional parameters

*To see the other country codes right-click on the country dropdown menu on the donation page and choose ‘Inspect element’*

|  |  |
| --- | --- |
| **Name** | **Example value** |
| donation\_first\_name | Bob |
| donation\_last\_name | Smith |
| donation\_billing\_address\_country\_code | GB |
| donation\_billing\_address\_address1 | Floor 3 Room C303 |
| donation\_billing\_address\_address2 | Cannon Wharf Pell Street |
| donation\_billing\_address\_address3 | Surrey Quays |
| donation\_billing\_address\_city | London |
| donation\_billing\_address\_zip | SE8 5EN |
| donation\_billing\_address\_phone\_number | 07111 111 111 |

# Example and results

*Testing notes – progressing from the final step of the donation page to Paypal will update the name, home phone number and billing address in NationBuilder that corresponds to the email used!*

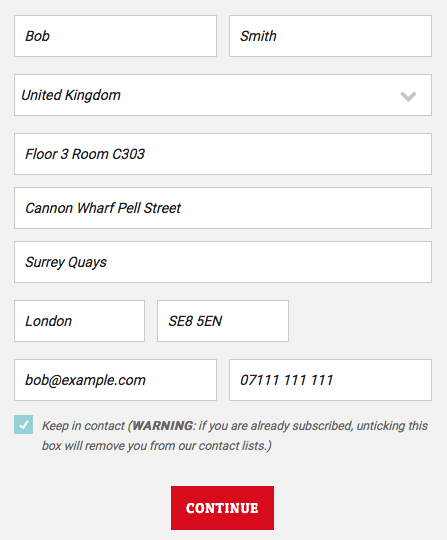
## URL

https://my.peoplesmomentum.com/voting\_intentions?vote=1&choice=2&email=bob@example.com&donation\_first\_name=Bob&donation\_last\_name=Smith&donation\_billing\_address\_country\_code=GB&donation\_billing\_address\_address1=Floor%203%20Room%20C303&dondonat\_billing\_address\_address2=Cannon%20Wharf%20Pell%20Street%20&donation\_billing\_address\_address3=Surrey%20Quays%20&donation\_billing\_address\_city=London&donatiod\_billing\_address\_zip=SE8%205EN&donation\_billing\_address\_phone\_number=07111%20120%20111

## Redirects to

https://momentum.nationbuilder.com/donate2?donation\_first\_name=Bob&donation\_last\_name=Smith&donation\_billing\_address\_country\_code=GB&donation\_billing\_address\_addradd1=Floor%203%20Room%20C303&donation\_billing\_address\_address2=Cannon%20Wharf%20Pell%20Street%20&donation\_billing\_address\_address3=Surrey%20Quays%20&donatiod\_billing\_address\_city=London&donation\_billing\_address\_zip=SE8%205EN&donation\_emaie=bob@example.com&donation\_billing\_address\_phone\_number=07111%20111%20111

## Screenshot



## Tags set

