



advocacyonline.net

jamii – what is it?

Advocacy Online already provides charities with integrated tools for e-advocacy, online giving, and outreach

most charities are focussed on generating activity via their website and email, while social networks are seen as marketing vehicles for driving additional activity and building community

as people begin to migrate across the Internet bringing networks and sharing content, we believe that charities need to build their own communities that can be plugged into the social web

jamii is a tool that combines content management tools and social networking applications to help charities plug into the social web

combined with integrated tools for e-advocacy and e-fundraising, *jamii* will bring a new dimension to online community



jamii web content

The screenshot displays the Jamii CMS interface. At the top, there's a navigation bar with links like 'websites', 'user data', 'defaults', 'components', 'account admin', 'website admin', 'broadcast', 'libraries', and 'jobs'. Below this, the main content area is titled 'DEMO WEBSITE' and shows a breadcrumb trail: 'home > websites > modify > build > page'. A sidebar on the left contains sections for 'Setup items' (Main template, Homepage template, Styles, Errors), 'Navigation' (Items, Blocks, Configuration), and 'Pages' (Archive, New, Unpublished, Published). At the bottom of the sidebar are 'Validate' and 'Preview' buttons. The main content area displays a tree view of pages under 'Main Nav Block', including 'Home', 'Evidence' (with sub-items 'Health', 'Mental Health', 'Obesity'), 'Social Mobility', 'Imprisonment', 'Education', 'Events' (with sub-items 'Past Events', 'Upcoming Events'), and 'Campaigning'. A taskbar at the bottom shows several open applications, including Microsoft Office and Mozilla Firefox.

jamii cms:

- custom / jamii pages
- HTML templates
- navigation blocks
- jamii components
- public and private pages
- update history
- cache and restore
- integrated supporter data
- libraries for web content
- drag and drop tools

jamii components

jamii components include:

- custom forms
- campaigning pages
- account management
- fundraising pages
- photo galleries
- personal pages
- blogs
- groups
- events
- messaging

The screenshot shows the Jamii website administration interface. The top navigation bar includes links for 'websites', 'user data', 'defaults', 'components', 'account admin', 'website admin', 'broadcast', 'libraries', and 'jobs'. The main content area is titled 'form / Add a new form component.' and includes a 'Reference name:' field with the value 'Demo Login Form', a 'Type:' dropdown menu set to 'Login', and several label fields: 'Forgot Password Email:', 'Submit Button Label:', 'Reset Button Label:', 'Forgot Password Link Label:', and 'Forgot Form Submit Button Label:'. There is an 'Update' button and a section for 'Drag items to the right to add them to the form' with two columns of input fields: 'Title', 'First Name', 'Last Name' on the left, and 'Email Address', 'Password' on the right. A warning message at the top states: 'Note: changes to this component will be displayed in all websites that use this same component. Click here to view the list of websites that will be affected. Click here to create a new component that is not shared.'

jamii content moderation

jamii online communities

net·donor jamii online communities political F·change e·activist 3.0 oo

home ao community help logout

websites user data defaults components account admin website admin broadcast libraries jobs

Account Setup Approval

Graham Covington

website admin > account setup approval

account setup approval / Check the users you want to approve or deactivate

Email Address	First Name	Last Name	Active	Created On	Approve User	Deactivate Users
jonnypurchase@gmail.com	Jonathan	Purchase	Yes	10/6/2009 05:00:24	<input type="checkbox"/>	<input type="checkbox"/>
swopeoda@erols.com	Dick	Botch	Yes	9/6/2009 08:28:32	<input type="checkbox"/>	<input type="checkbox"/>
jonathan@advocacyonline.net	Jonathan	Purchase	Yes	5/6/2009 07:06:23	<input type="checkbox"/>	<input type="checkbox"/>
farhat@yahoo.com	Farhat	Noor	Yes	5/6/2009 07:04:04	<input type="checkbox"/>	<input type="checkbox"/>
msswope@swopesolutions.com	Mark	Swope	Yes	6/6/2009 06:54:08	<input type="checkbox"/>	<input type="checkbox"/>
dave@kobblefish.net	Dave	Kalbfleisch	Yes	6/6/2009 02:40:08	<input type="checkbox"/>	<input type="checkbox"/>
graham.covington@advocacyonline.net	Lindsay	Covington	Yes	5/6/2009 22:09:37	<input type="checkbox"/>	<input type="checkbox"/>
nathbelanger@hotmail.com	Nathalie	Belanger	Yes	5/6/2009 23:08:42	<input type="checkbox"/>	<input type="checkbox"/>
graham@advocacyonline.net	Graham	Covington	Yes	5/6/2009 21:11:54	<input type="checkbox"/>	<input type="checkbox"/>

Approve Deactivate

jamii content moderation:

- supporter registration
- permissions for supporters
- personal image libraries
- supporter pages
- blog posts
- photo galleries
- discussions
- events
- groups
- 'digest' email notification



jamii integration

The screenshot shows the 'jamii online communities' website. At the top, there are logos for 'net-donor', 'jamii online communities', 'political R:change', 'e-activist 2.0', and 'ao'. Below the navigation bar, there is a section titled 'DEMO WEBSITE' with a breadcrumb 'user data > select filters'. The main content area contains a selection menu with the following categories and options:

- Campaigns
 - Live Campaigns
 - Closed Campaigns
 - Current Campaigns
 - Archived Campaigns
- Questions
 - Current Questions
 - Archived Questions
- Broadcasts
 - Current Broadcasts
 - Archived Broadcasts
- Donation Pages
 - Live Donation Pages
 - Closed Donation Pages
 - Current Donation Pages
 - Archived Donation Pages
- Jamii
 - Jamii Registrations
 - Custom Forms

At the bottom left of the selection menu, there is a button labeled 'Select Users'.

jamii integration:

- supporter data integration
- product integration
- single supporter record
- filters for *jamii* registrants
- filters for *jamii* forms
- filters for *jamii* components
- list builder for export
- list builder for broadcast
- list builder for export
- summary reporting

jamii and the 'social web'

jamii is built to permit supporter registration as a 'relying partner'

jamii will include Facebook Connect integration

jamii tools will allow supporters to create content and then publish to the web

strategy: "encourage user generated content by leveraging *e-activist* and *netdonor* to increase activity and community growth"