

optin

PORTLAND-VANCOUVER AREA ONLINE PARTICIPATION TOOL

“Portland, where young people go to retire.”





Naked Bike Ride

Optin

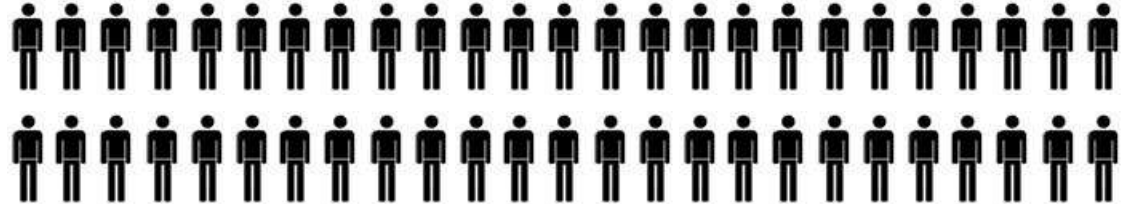
PORTLAND-VANCOUVER AREA ONLINE PARTICIPATION TOOL



Who's Joined Opt In?

20,000+

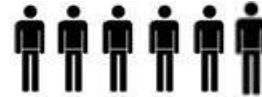
Members



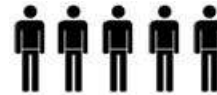
4,000+ under age 35



2,700+ age 65 plus



2,000+ communities of color



2,000+ low income (< \$35K)



Cub #7 — nicknamed "Little Bit" — is the smallest of the litter. She's had some health issues and though she's doing better now, she's still much smaller than her two sisters.

	<p>Kamali: Name for a spirit that protects babies from death, from the Shona people of Zimbabwe and surrounding nations.</p>	<input type="radio"/>
	<p>Mara: After the Maasai Mara National Reserve in Kenya, known to locals as "the Mara."</p>	<input type="radio"/>

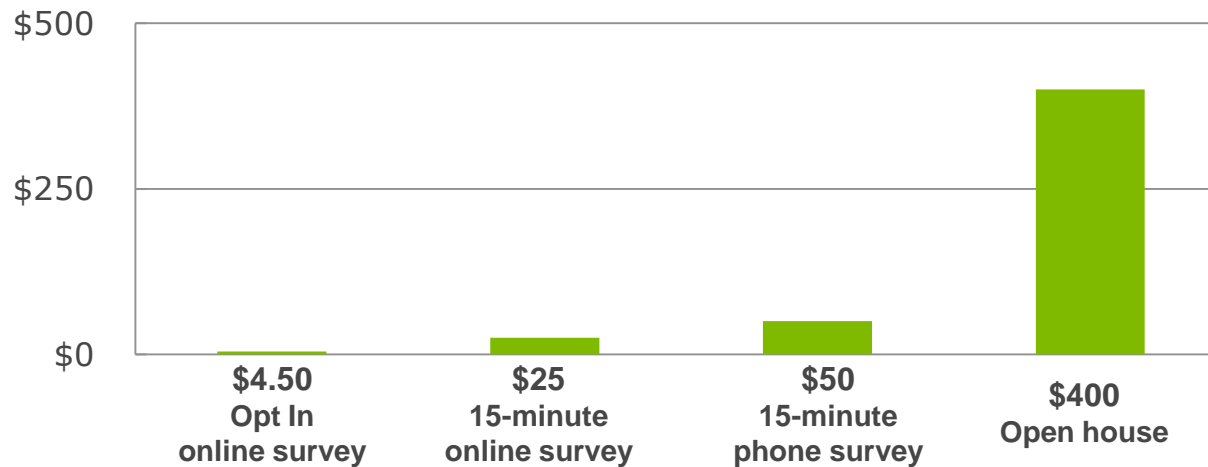
Case Study

How Gateway Green “crowd funded” \$120,000



Opt In Costs

Opt In costs per contact compared to traditional outreach activities

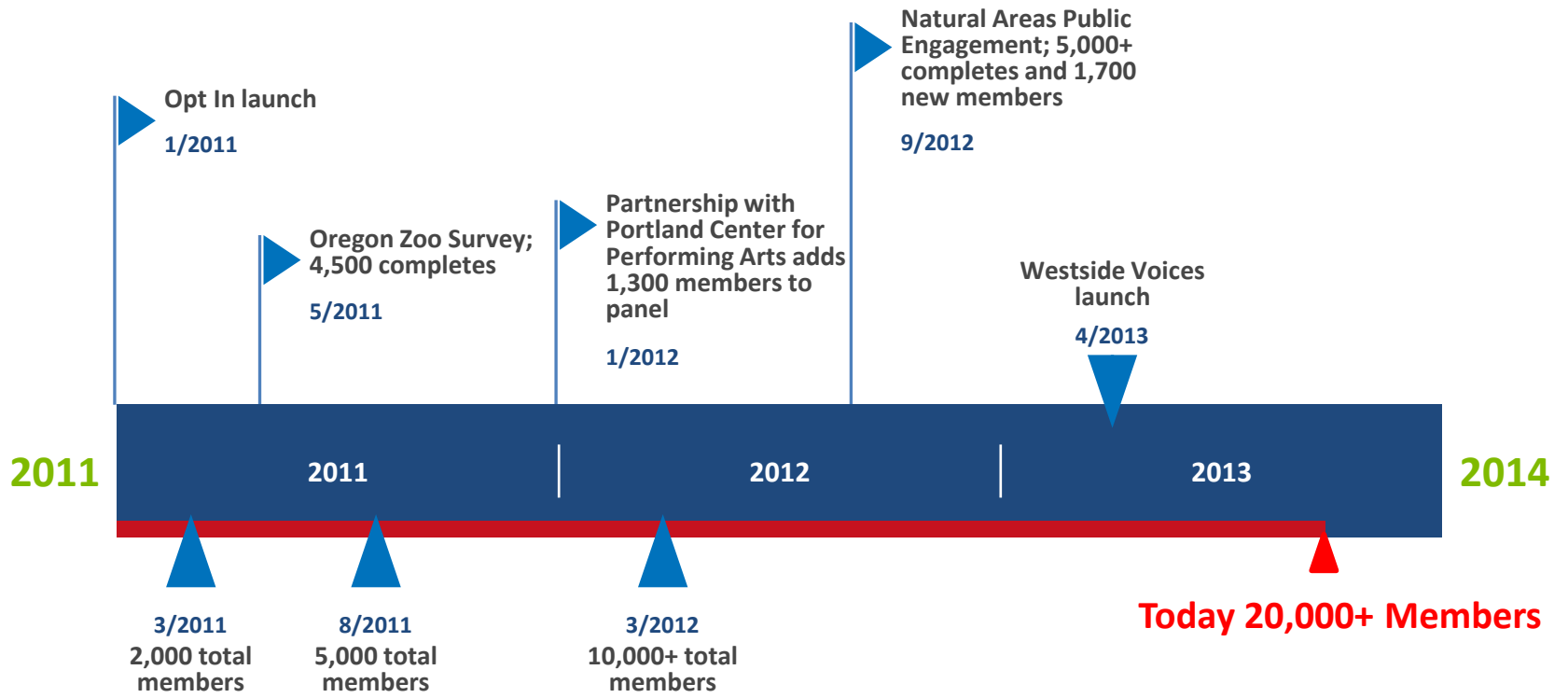




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Opt In Timeline