



mindmixer

WHY IS IT IMPORTANT?

MindMixer believes in building connected and contributing communities by promoting community dialog online, ultimately leading to community action offline. Our simple process and easy-to-use tool creates a place for community members to share ideas, evolve ideas, and ultimately take action on those ideas. Equally important, community leaders gain incredible insight and understanding through our Data Dashboard.

Our mission is not to work with everyone who needs what we provide; our mission is to work with people who believe what we believe. Together, we have an incredible opportunity to build communities of action.



First, Technology.

Technology should facilitate better and deeper engagement, enabling citizens to become contributors to their community, but it should not be viewed as the sole predictor of success. The Technology Package includes:

- Customized website branded for you
- Site Hosting
- Site Administration
- Site Moderation
- Access to the data and metrics dashboard for the organization staff



Content is King.

Compelling content can change the trajectory of the engagement effort instantly. Understanding the importance of creating content that yields interest and maintains simplicity is vital. The Content Package includes:

- Weekly status call with dedicated account manager
- Content review and recommendations



Context Creates Ownership.

Ownership leads to action. Action solves problems. Offering participants contextually relevant opportunities to participate makes engagement personal. The Context Package includes:

- Integration with text and call-in capabilities
- Customized marketing plan
- Enhanced Data Dashboard with infographics

WHY DOES IT WORK?

This refined approach allows us to offer more flexibility for existing and new clients. Through experience, we have come to recognize that every organization has different engagement needs, which requires a custom set of tools and services.



WHERE IS IT WORKING?

City of Omaha, NE

SITE DETAILS: Engage Omaha | www.EngageOmaha.com

The City of Omaha and MindMixer partnered to provide citizens an online method to help prioritize the city budget.

“In the first 24 hours of the site being live, we received more ideas than we had in the previous year of the Mayor’s administration.”

- Nikola Jordan, Deputy Director, Mayor’s Office

ENGAGED CITIZENS

31,691

CITIZEN-CONTRIBUTIONS

5,359

City of Los Angeles, CA

SITE DETAILS: LA2B | <http://ideas.LA2B.com>
MyHistoricLA | www.MyHistoricLA.org

The City of Los Angeles has partnered with MindMixer on two engagement efforts. One of which successfully engaged citizens by asking them to identify historically significant parts of the community.

“We’re excited to be using MindMixer to spark a new citywide conversation about places and neighborhoods that have historic meaning to Angelenos.”

- Ken Bernstein, Principal City Planner, City of Los Angeles

ENGAGED CITIZENS

17,995

CITIZEN-CONTRIBUTIONS

1,521

Some of our clients include:

- Tuscaloosa, Alabama
- Flagstaff, Arizona
- Los Angeles, California
- Mountain View, California
- San Francisco, California
- Littleton, Colorado
- Louisville, Colorado
- Tampa, Florida
- Des Moines, Iowa
- Wichita, Kansas
- Barnstable, Massachusetts
- Kansas City, Missouri
- Omaha, Nebraska
- Nashville, Tennessee
- Denton, Texas
- Houston, Texas



Contact Our Sales Team | info@mindmixer.com

www.MindMixer.com