



grassroots builder

motivating donors to contribute to your success.



**TECHNOLOGY THAT
IS EFFECTIVE AND AFFORDABLE.**

1.888.WEB.2WIN

Motivating voters through networking.

Campaigns need tools to help mobilize volunteers, encourage citizen advocacy, and solicit contributions. ElectionMall has developed tools to do all of this and more — social networking sites have hit the political world and we have created ready-made technology with grassroots networking capabilities that your campaign needs.



Your online advocates can manage their contribution page, set goals, customize donor emails, and track dollar amounts. Contributions accrue voters' points which can be redeemed for campaign materials. Using web tools you can increase your campaign's reach to friends and family. Track the recruitment process, change the message, and resend emails to better target your potential voters. Personalize your fundraising and outreach efforts with a compelling message. Review automatically generated contribution reports and statistics to help chart your committee's course to achieve your overall goals.

Your supporters now have, through this social networking chain, the ability to invite more "eLeaders" to fight for your campaign. Motivate people with online petitions and empower with widgets that directly link people to your contribution page. Your voters can create and manage events with personal or public invites, RSVPs, and event listings. For more strategic planning, pinpoint events within a specific mile radius.

And most importantly allow users to contact media outlets directly from television and radio to magazines and newspapers. Our database of political editors and reporters ensures that your voters can effectively broadcast your message.



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