



manage voters

connecting with your voters



where every day is a campaign

**TECHNOLOGY THAT  
IS EFFECTIVE AND AFFORDABLE.**

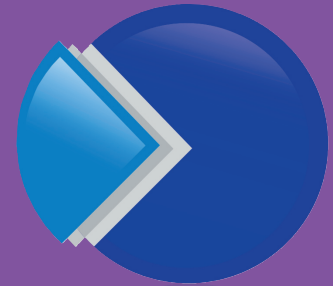
**1.888.WEB.2WIN**

# The importance of voter management software

To win elections, candidates need to make connections with voters on the most fundamental level. Knocking on doors and handing out literature will help you win the battle on the ground.

VoterManager allows your campaign to take advantage of the powerful tools of modern targeted field programs. Because VoterManager is a web-based system, campaigns can use this to track voters' preferences and allow volunteers based in different locations to update voter profiles. Have your volunteers print out walk sheets and enter results at the end of the day. Track voter data including issue positions and even details of conversations with voters so you know where you stand and you know how to better target your message.

Through BackOffice, you have access to an unmatched set of user-friendly features that help you manage your campaign. State and FEC reporting, accounting tools and communications tools allow you to better organize and stay on top of your organization and focus on winning.



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