

Voter Lists and GOTVoters Online™

Voter Lists LLC provides you with 2008 official state voter lists and GOTVoters Online™--our online political campaign management software--to focus and supercharge your political campaign.

Your voter lists are securely accessible by your Campaign Manager and Campaign Workers through 24/7 Internet connections. Your campaign workers can record voter opinions and voter contacts. You can filter and sort voter lists to create walking lists, calling lists, and mailing labels. You can use it to GOTV (Get Out The Vote) on Election Day by identifying the voters who are most likely to elect you.

GOTVoters Online™ is our web-based voter list management software tool. It's ideal for political campaigns with 5,000 to 400,000 registered voters. GOTVoters Online™ works with any computer (Windows, Mac, and Linux) -- using browsers like Internet Explorer, Firefox, Safari, Netscape, Opera, and Conqueror.

Your GOTVoters Online™ purchase includes your state's official 2008 list of registered voters for your campaign, complete with voters' names, addresses, phone numbers, party affiliations, gender, voting history, and more (details vary by state). We can also enrich your data with additional phone numbers, income, and email addresses using third party sources. GOTVoters Online™ enables you to GOTV by helping you to canvass and phone-bank voters, track voter opinions on key campaign issues, create custom neighborhood walking and calling lists, organize targeted mailings, and more.

GOTVoters Online™ software is intuitive because of its point-and-click interface. Anyone familiar with the Internet will find it easy to edit, change, sort, and filter voter data. With 24/7 access to GOTVoters Online™ via Internet connection, your entire campaign will be easily and seamlessly connected.

Voter Lists LLC will reduce your campaign costs. You and your Campaign Workers can work from your home computers and Internet connections. No central computer-bank or phone-bank will be necessary, and you won't need a large, budget-busting campaign office.

24/7 Online Access

GOTVoters Online™ is accessible online, via the Internet, 24/7. You will never have to download software or run software updates. GOTVoters Online™ will not use valuable hard drive space. You will never have to worry about desktop software compatibility with Windows, Linux, or Mac. GOTVoters Online™ works on any computer with an Internet connection and Internet browser (such as Firefox, Internet Explorer, or Safari).

Reduce Your Campaign Costs

GOTVoters Online™ reduces your campaign overhead costs. Large central campaign offices, central phone banks, and central computer banks are unnecessary. Unlike desktop-based software, our Internet-based voter list management system works with any type of computer and any type of Operating System. All you need is an Internet connection and Internet browser like Firefox or Internet Explorer. Since GOTVoters Online™ is web-based, it is intuitive for anyone familiar with the Internet, lowering your training time and costs as well.

Our Internet-based voter list management software frees campaign funds by reducing your overhead:

- You won't need a large campaign office or phone bank because your Campaign Workers can work from their own computers at home.
- You won't need dedicated computers to store or manage your voter lists, because we do that for you online.
- Our GOTV software cost per Campaign Worker is lower than most desktop-based software.
- You won't need a computer genius to import / load your voter list data because Voter Lists LLC delivers its political campaign management software pre-loaded with your voter list.
- You won't need anyone to install or update GOTVoters Online™ because Voter Lists LLC does that for you automatically. Whenever we improve the software, you get the benefits immediately.

No Training Required

GOTVoters Online™ is so easy to use, you will not need to train your Campaign Workers. Anyone comfortable with the Internet and a mouse will be able to point-and-click their way to Getting Out Your Vote. If you would like a hands-on demonstration on the ease-of-use GOTVoters Online™ provides, please request your 100% free 24-hour demo account.

Custom Walking Lists, Calling Lists, and Mailing Labels

With GOTVoters Online™, you are able to create customized walking and phone lists. You can filter voters to the exact demographics you desire (gender, voting history, etc.) and then sort them however you desire (address, last name, etc.) to create a highly-customized list of the voters you want to target.

Customized Account Controls and Permissions

Campaign Architect is the online software that enables your Campaign Manager to manage every aspect of GOTVoters Online™. You can:

Filter voters and assign them to Campaign Workers

A Campaign Worker can have access to all voters or just to specific voter groups. You may filter voters and assign certain neighborhoods, age groups, super voters, etc. to a Campaign Worker. Each Campaign Worker can receive unique assignments. Voters can be assigned to more than one Campaign Worker.

Assign privileges to Campaign Workers

Each Campaign Worker can have any number of these privileges: viewing voter data, editing voter data, generating mailing lists, generating walking lists, and generating calling lists.

Create Account Nicknames

Each Campaign Worker Account is numbered. The Campaign Manager may also assign nicknames to each Campaign Worker Account. This improves ease of login, and simplifies tracking of the information that each Campaign Worker has entered. For example, a Campaign Worker can login as "John Smith" rather than "000001". If John Smith later rates a voter's support for the campaign, his name will be displayed along with the rating he entered.

Add, Edit, and Delete Issues

Tracking public opinion on issues related to your campaign is very important. Campaign Architect allows you to create an unlimited number of issues regarding your campaign. Examples of issues are repair of public roads, tax increases, and increased funding of public education. Once you create an issue using Campaign Architect, all Campaign Workers can record their assigned voters' opinions about that issue. Standardizing issues ensures simplified data entry for your workers (they don't have to type - they pick them from a list) and it makes filtering the database more effective.

Add, Edit, and Delete Activities

It is also important to know which voters have been called and visited, which voters have requested a lawn sign, etc. Campaign Architect allows you to create as many activities as needed so that your campaign can be well organized. Once you create a new activity, each Campaign Worker can record their activities related to their assigned voters.

Create Mailing Labels

Using our powerful filtering feature, you can print mailing labels for specific groups of voters. If you're doing a mailing about your campaign's position on local schools, you can filter your voter data to only include those voters who have identified public schools as an important issue. This targets your

message to voters who care about that issue, saving mailing costs so that you can afford other targeted mailings.

Voter Lists

Voter Lists LLC provides you with up-to-date official voter lists, direct from your state. We include information that your state gathers, which may include the following:

- Name
- Physical Address
- Mailing Address
- Phone Number
- Political Party
- Ethnicity
- Race
- Language
- Voting History
- Birthdate
- ...and more

The cost of your voter list purchase depends on the number of voters on your list.

Voter Phone Numbers

Voter Lists LLC realizes that the phone numbers of your future constituents can be essential to your political campaign. However, many states do not provide phone numbers with their voter lists, or provide just a small percentage. Voter Lists LLC can use other sources to increase phone number matching for your voter list at extra cost. Please contact us for details.

Voter List Updates

We update our voter lists direct from your state. Our update frequency depends on the availability, cost, and complexity of the information that your state provides.

GOTVoters Online™

GOTVoters Online™ is web-based, which allows you to access your list of registered voters from any computer with an Internet connection. Whether you are at home, on the campaign trail, or at work, you will be able to log into Campaign Architect and GOTVoters Online™ and view up-to-date information on your voters and your campaign.

Because our software is Internet-based, when you or a Campaign Worker edit or add voter list information, you update it immediately on the Internet. This means that everyone in your campaign has access to the same, updated voter lists at all times, which is a big advantage over traditional desktop-based campaign management software.

Unlike desktop-based software, GOTVoters Online™ works with any type of computer and operating system -- including Windows, Mac, and Linux. Any Campaign Worker whose computer has an Internet browser can support your campaign.

Our Internet-based GOTVoters Online™ will help your campaign to run smoothly. On Election Day, you will know who your voters are and you will be able to get them to the polls.

Pricing as of January 2008*

GOTVoters Online™ is priced so that any campaign can afford it.

\$495 one-time setup fee**
+\$.05/voter hosting fee for state voter list (\$1000 minimum)***

Minimum Fee:

\$1495 for first year (including one-time setup fee)
\$1000 per year after the first year (per voter hosting fees)

Pricing Examples (First Year, incl. Setup):

\$1495 for 20,000 voters or less
\$2,995 for 50,000 voters
\$5,495 for 100,000 voters
\$10,495 for 200,000 voters

Extra Fees:

Add enhanced data from other sources (varies, call)
We integrate your data (negotiable, call)
Extra Campaign Worker Accounts, \$99 each, per year, in blocks of 3

*Prices are subject to change without prior notice.

**Setup Fee covers acquisition of state voter lists in most states, plus integration with our online software, plus 1 Campaign Architect & 5 Campaign Worker Accounts

***This is an annual fee. Some states charge extra fees for registered voter data and for updates. These extra fees, if any apply to your campaign, are not included.

Contact

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