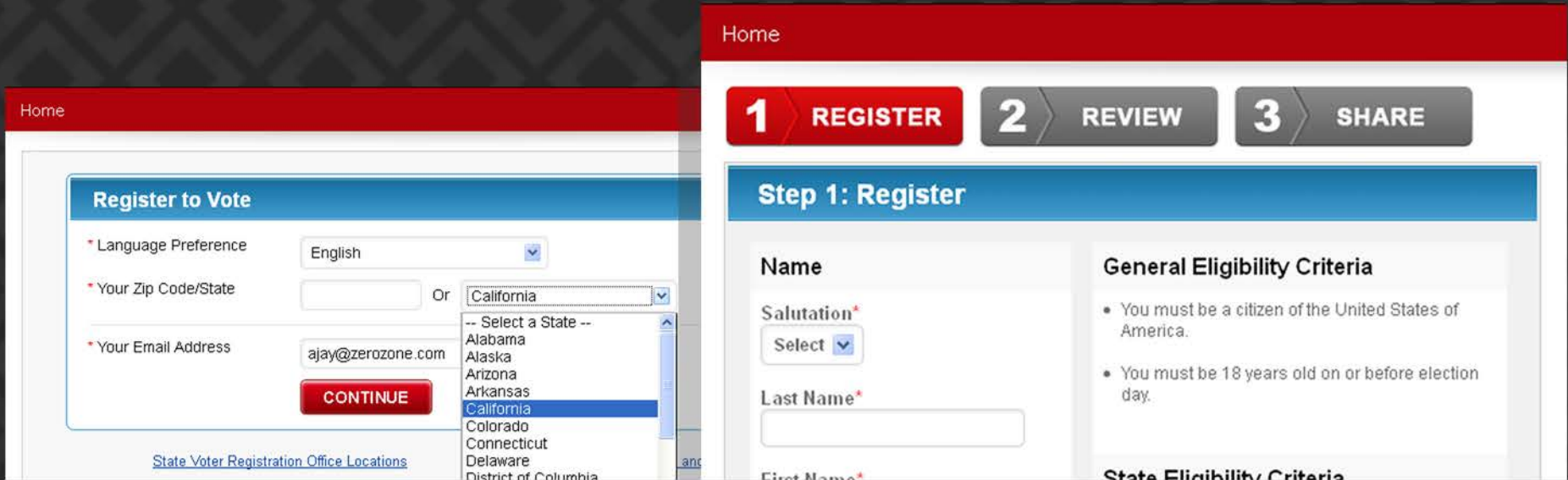


# SOCIAL VOTER REGISTRATION IS HERE



The image displays two screenshots of the Election Impact voter registration interface. The left screenshot shows the 'Register to Vote' form with fields for Language Preference (English), Zip Code/State (California), and Email Address (ajay@zerozone.com). The right screenshot shows 'Step 1: Register' with fields for Name, Salutation, Last Name, and First Name, along with General Eligibility Criteria.

## Register and Mobilize Voters. Online.

### Turn Your Web Site and Facebook Fan Page Into a 24/7 Voter Registration Center

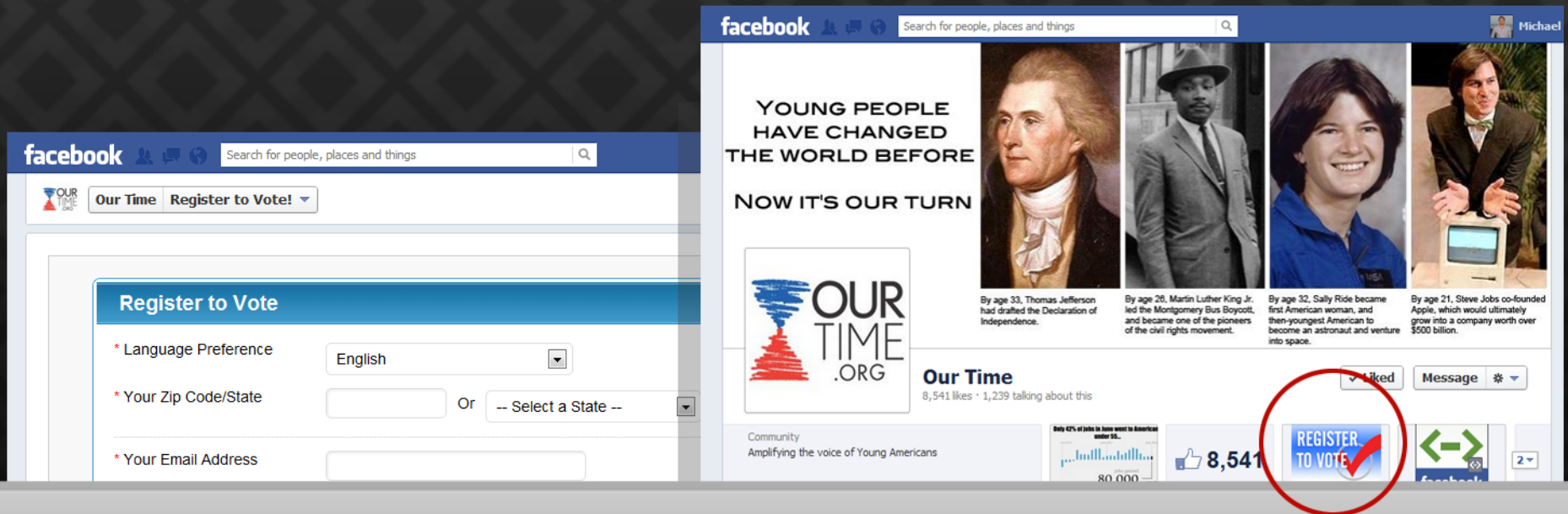
Election Impact is a one-of-kind software application that enables organizations to conduct voter registration/outreach campaigns via their web sites. It's today's solution for associations, corporations, unions, candidates and advocacy groups to raise grassroots participation in the voting process.

Election Impact integrates with your web site and enables your visitors to register online 24 hours per day/7 days a week using the National Voter Registration Form. Our simple registration wizard produces a completed registration form that complies with the appropriate state registration requirements. It automatically transfers the registrant's data into a printable PDF version of the voter registration form that can be signed and mailed. Election Impact takes the guesswork and confusion out of the voter registration process.

### With Election Impact You Can:

- ✓ Register members, supporters and employees to vote 24/7 via your web site in 7 languages;
- ✓ Ensure that voter registration forms are completed correctly and mailed to the appropriate election offices before key deadlines;
- ✓ Communicate key registration deadlines and election dates;
- ✓ Develop a list of registered voters and supporters and track success of voter registration campaigns;
- ✓ Provide your stakeholders an easy alternative to registering at the DMV or courthouse;
- ✓ Provide an interactive feature on your web site;
- ✓ Reduce printing and mailing costs typically incurred with traditional voter registration drives;
- ✓ Register voters on your Facebook Fan page;
- ✓ Recruit new supporters via viral marketing and social sharing features;
- ✓ Ensure your supporters can vote on Election Day;
- ✓ Track the success of your campaign with online reports and charts;
- ✓ Mobilize supporters on Election Day;
- ✓ Bolster your political clout.

# SOCIAL VOTER REGISTRATION IS HERE



**Register and Mobilize Voters. Online.**

## Product Features:

- ✓ **3-Step Registration Wizard** - Quickly guides users through the process of completing their voter registration form;
- ✓ **Social Registration Process** – Add a voter registration app to your Organization's Facebook page;
- ✓ **Foreign Language Support** – Offer voter registration in 7 languages;
- ✓ **Error-checking** - Automated error checking ensures registrations are correct. Our state compliance database and automated error checking ensure registrations are correct;
- ✓ **Change to Current Registration** – Registrants can report a change of name, address, or party to their voter registration office;
- ✓ **Automated Thank You Emails** – Clients can choose to have custom thank you messages sent to registrants;
- ✓ **Custom Field Creation** - Clients have the option to add additional fields to capture email, phone number or fax information;
- ✓ **Election Calendar** - Searchable calendar of upcoming primaries and elections for all 50 states + early voting information;
- ✓ **Real-time Registration Reports** – Real-time reports detail the # of registrations in a month, year, or over a specified time period. Reports are also available for most active days and times and are searchable by party and by state;
- ✓ **Downloadable Reports** - Download an EXCEL spreadsheet containing contact information for each registered voter;
- ✓ **Social Promotion Tools** – Enable registrants to promote the act of registering and invite friends to your voter registration site;
- ✓ **Sharing and social media integration with Tumblr, Linked In, Twitter and Facebook;**
- ✓ **API** – Connect Election Impact to other tools and leverage data;
- ✓ **128-bit SSL Encryption;**
- ✓ **24/7 Server Monitoring and Hosting.**