



ABOUT POPVOX

How POPVOX Works

POPVOX.com is a transformative advocacy platform that meshes legislative data with personal stories and public sentiment. Individuals can find information about bills pending in Congress and see what advocacy groups, trade associations and other issue organizations have to say on the issues. They can then write a more informed message to Congress, which POPVOX delivers to the appropriate Congressional office. POPVOX was designed by people who understand Congress to get messages through to Congress in the most effective way possible.

POPVOX is an innovative way to participate in a virtual public square with the knowledge that you're influencing decision-makers, as well as having fun and engaging fellow political activists. **I also know that when I express my opinion on an issue, my legislators will receive it in a timely manner, not as a junk mail "petition," but as a relevant communication from a verified constituent.**

P.B., GLEN ALLEN, VA

POPVOX Pro

POPVOX works with hundreds of issue organizations, trade associations and community groups to help elevate their profiles and position themselves as issue experts on Capitol Hill and among individuals across the country. Our advocacy tools enable organizations to embed a Write Congress widget directly onto an organization-branded website so that grassroots activists can send messages to Congress, which POPVOX delivers and posts on POPVOX.com.

For a monthly fee, organizations can customize the widgets and download analytics on advocacy activity, including metrics and contact information of those who wrote to Congress using the widget (for membership growth).

For details, visit popvox.com/organization

POPVOX really understands how DC works. Their experience working with Congress gave them the inside knowledge to create a service that will get especially those outside of DC noticed. **What sets POPVOX apart is their user verification service, combined with their dedication to ensure all users' messages are delivered.** If there's any problem with email delivery, POPVOX will deliver messages by hand. It's almost impossible to find that level of dedication these days.

BROOKE RAE-HUNTER
COO, PUBLIC KNOWLEDGE

BENCHMARKS

2011

Jan. 3, 2011: POPVOX launches!

POPVOX.com launches in beta in time for the 112th Congress.

March 17, 2011: POPVOX wins at SxSW!

POPVOX takes first place in the Social Media category at the Microsoft BizSpark Accelerator competition.

June 6, 2011: POPVOX launches advocacy widgets

"Write Congress" widgets embed onto branded websites so that website visitors can send messages directly to Congress, which POPVOX delivers and posts on the POPVOX platform.

June 20, 2011: A privacy policy that's cool

POPVOX introduces a cutting-edge privacy policy page, including our "What We Know About You" privacy report.

popvox.com/legal

July 22, 2011: Seamlessly integrating with Salsa

Salsa Lab clients can use POPVOX tools directly from the Salsa Marketplace. Salsa's organizing platform is used by over 2,000 nonprofits, unions and campaigns.

Nov. 11, 2011: Ctrl+Alt+Compete premieres

This documentary takes a revealing look at the startup scene through the eyes of five founding teams—including POPVOX. (Now we have profiles on IMDB!)

Nov. 17, 2011: There's an App for that!

POPVOX launches our iPad app, **POPVOX MarkUp**, a legislative dashboard and annotation tool for Congress and government affairs professionals. (It's available in the Apple App Store.)

popvox.com/iPad

March 2011: POPVOX users weigh in on the **Fair Tax Act** (HR 25/S 13), sending 3,500 unique comments to Congress in March. (To date, POPVOX has delivered more than 10,000 comments to Congress on the Fair Tax Act, with 79% supporting.)

Sept. 2011: In the two weeks after the **Mobile Informational Call Act** (HR 3035) was introduced, nearly 7,000 POPVOX users express their opposition to the bill. (By December, more than 10,000 users opposed the bill -- and the sponsor killed it.)

Oct. 26, 2011: POPVOX's **Super Committee hub** enables our users to express how they'd reduce the federal deficit. POPVOX users overwhelmingly support withdrawing 20,000 troops from Europe (96% support), eliminating commodity crop subsidies (96% support), preserving access to affordable generics (91% support) and reducing spending on non-DOD federal service contractors by 15% (89% support).

2012

Jan. 2, 2012: Does your Rep represent YOU?

Congress Match, a personalized grid, shows POPVOX users how well their Representatives and Senators match up with their views on bills that they've weighed in on. As Election Day draws near, it's a great tool to assess your elected officials.

Jan. 2012: More than 8,000 people weigh in on **SOPA, the Stop Online Piracy Act** (HR 3261) during the week of coordinated action. (To date, more than 15,000 people have taken a position on the bill, with 97% opposing.)

March 2012: POPVOX reaches **100,000 users** -- representing every state and Congressional district -- and has successfully delivered over 400,000 positions to Congress.

*Keep in touch and stay tuned to see everything
we've got planned throughout the year!*