

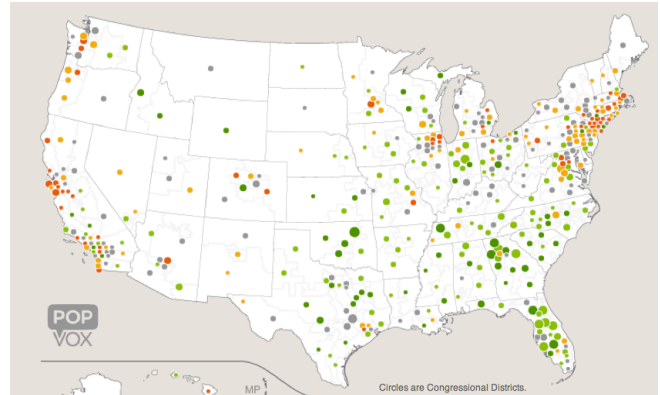
POPVOX FOR ORGANIZATIONS A PLATFORM FOR LEGISLATIVE ACTION



HOW POPVOX WORKS

POPVOX.com is a neutral, nonpartisan advocacy platform that meshes legislative data with personal stories and public sentiment.

Individuals can find information about each and every bill 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. Every individual position and organization statement is aggregated on a bill page sortable by state or Congressional district. 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 USER

HOW POPVOX CAN HELP YOUR ORGANIZATION

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 we deliver and post on POPVOX.com. With POPVOX Pro, organizations can customize the widgets and access real-time metrics of their widget activity and contact information of those who wrote to Congress using their widget (for membership growth).

POPVOX is *not* a database management provider, a mailing list service, or a forum for discussion. Rather, it's

a transformative advocacy platform for activity on specific legislation pending before Congress. 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

POPVOX'S BASIC FEATURES

Increase your visibility: Make your issue expertise known on the Hill.

Congress, as well as other groups, the media and the public, would benefit from your organization's issue expertise. Creating a organization profile on POPVOX.com is a great way to get the attention of Congressional staffers other others. Organization profiles include mission statements, legislative agendas and points of contact (for Congressional staffers only). POPVOX's Organization Directory is searchable by issue area or keyword.

Learn more:

www.popvox.com/orgs

ORGANIZATION DIRECTORY

Start typing the name of an organization

BROWSE BY ISSUE AREA

Agriculture and Food
Animals
Armed Forces and National Security
Arts, Culture, Religion
Civil Rights and Liberties, Minority Issues
Commerce
Congress
Crime and Law Enforcement
Dental Education
Economics and Public Finance

Recently updated organiza

Friends Committee on Nation
National Council of Jewish W
American Association of Univ
South Asian Americans Lead
National Association of Com
Women's City Club of New Y
Sunlight Foundation
Souforce, Inc.

Offer metrics: Provide bottom-line data with real-time legislative reports.

Nearly 300 million e-mail messages are sent to Congress each year, plus innumerable calls, letters and tweets—largely prompted by an organization like yours. But most Congressional offices lack the resources to tally the myriad digital comments they receive. Bill Reports provide Congressional staffers proof of constituent sentiment on a specific bill—verified by POPVOX. And with a cumulative line graph of support vs. opposition over time, it's also a

CONSTITUENTS SAY



great way to show your donors and membership that your organization's efforts are making a difference.

Mobilize: Direct people to take action via custom campaign pages.

Design your own legislative campaign Action Page (with a custom short URL) and direct people to act on specific bills. POPVOX provides you with a downloadable file of the names and email addresses of those who took action on your page and opted to share their information with you. Campaign Action Pages allow organizations to increase their reach among the public—and grow in membership.

X RELIEF FOR SMALL BUSINESSES. CHARITIES BENEFIT DONATIONS OF A WIDE VARIETY OF PRODUCTS

A message from NAEIR

In Congress need to know that
ard meeting the escalating and
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when they donate their excess
providing them with an enhanced
playing field with larger C
lions of dollars worth of perfectly
ad places them in the hands of
ch organizations!

de bi-partisan support!

SUPPORT H.R. 2592

☒ Share my info with
NAEIR?

SUPPORT

POPVOX'S BASIC FEATURES (CONTINUED)

Socialize: Use the Facebook widget to integrate your social media presence.

With increasing numbers of activists using Facebook as the main platform for their online activity, it is essential that your organization harness the power of social networking. POPVOX's widget for Facebook allows you to direct members to take action on legislation without leaving your group's Facebook page.

Learn more:

www.popvox.com/services/widgets#integration

Motivate: Use the Comment Stream widget to display others' comments to Congress.

It's well known that activists are inspired and motivated to take action by the opinions and comments of others. With the Comment Stream widget, organizations and blogs can embed a running stream of POPVOX user comments supporting (or opposing) a particular bill.

Learn more:

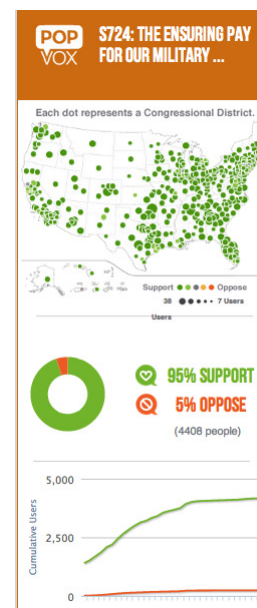
www.popvox.com/services/widgets#commentstream

Energize: Use the Mini-Map widget to show support vs. opposition for a bill.

With the Map Widget's graphics, which are updated in real time, individuals can see how their own actions become a part of the "big picture." In fact, POPVOX users ranked the aggregate maps and graphs as the most effective feature on POPVOX.

Learn more:

www.popvox.com/services/widgets#minimap



POPVOX'S PRO FEATURES

Mobilize: Use the Write Congress widget to direct action from your website

The Write Congress widget is a powerful tool that allows your website's visitors to write a message to Congress directly from your organization's website. Once embedded on your site, the widget allows individuals to express their opinion on a specific bill. POPVOX verifies the user's contact information and sends their message to the appropriate Congressional office, and posts their position on POPVOX.com. With the Pro version, organizations can customize the widget to match the look and colors of their website.

Learn more:

www.popvox.com/services/widgets#writecongress

1 2 WRITE 3 4

WHY SHOULD I OPPOSE S. 2043?

WRITE A PERSONAL MESSAGE

I oppose S. 2043 because...

I oppose S. 2043: Religious Freedom Restoration Act of 2012 because...

A MESSAGE IS OPTIONAL
When Members of Congress are undecided on a bill, they are most influenced by personal communications from constituents. To skip this step, just click Preview.

TIPS
There is no need to sign your name. We'll add that for you.

back Preview >

Analyze: Get real-time analytics of your campaign's progress.

POPVOX's real-time analytics offers organizations an account of how many individuals visited their Write Congress widget and what percent of those completed the action. It's a great way to assess your campaign's effectiveness and make improvements.



Build your base: Download names and contact information of your action takers with a Pro account.

Organizations using a Pro version of the Write Congress widget can download the names, zip codes and contact information of individuals that wrote a message to Congress at their request. (For Salsa clients, this information can be seamlessly added to your CRM database. Look for POPVOX in the Salsa Marketplace. POPVOX is currently beta testing integration with CiviCRM. Please contact Rachna Choudhry at rachna@popvox.com if you're currently using CiviCRM and are interested in integrating with POPVOX.)

GET THE APP

Mark up bill text or access real-time public comments on the go.

With POPVOX MarkUp, your organization's lobbyists or advocates can take POPVOX to meetings on the Hill or with coalition partners and access real-time analytics on specific bills. Our App also allows users to read bill text, take notes on the text and email them to others.

Learn more:

www.popvox.com/ipad



IT'S FREE AND EASY TO GET STARTED!

1. **Develop an organization profile** at www.popvox.com/accounts/register/orgstaff.
2. **Create a legislative agenda** so that POPVOX users can learn more about your issues.
3. **Customize a campaign Action Page** to direct your membership to weigh in on a specific bill. Or embed a free-version Write Congress widget on your organization's website or Facebook page.
4. **“Go Pro!” Embed Pro version tools**, which can be customized to match the look for your website, and get contact information for individuals taking action on your Write Congress widget.
5. **Add dynamic content** to your organization's website and energize your membership and activists with the Comment Stream widget.
6. Review your real-time analytics for your Action Page or Pro version Write Congress widget—and make your campaign even better!

For more information or a product demo, contact Rachna Choudhry, POPVOX Co-founder, at rachna@popvox.com.