



## FOR ORGANIZATIONS: A PLATFORM FOR LEGISLATIVE ACTION

***Cut through the noise, deliver your message and get the attention of decision-makers.***

Given the fast pace on the Hill and the volumes of email staffers receive every day, it can be very hard to find quickly a given organization's position on a matter. Searching websites can take time, emails get buried or deleted.

I would love to see a central repository of letters written by outside groups on a given bill or issue; that is, one location where I knew I could easily see who has weighed in—both for and against. Not only would such a feature save me substantial time in finding a group's position, but I could see the views of others that I might not have thought to look for, but whose input would be valuable to me.

— Senior House Committee Staffer

### POPVOX SUMMARY

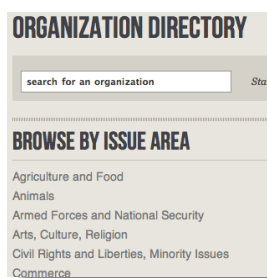
POPVOX increases the visibility of your organization's advocacy and issue expertise on Capitol Hill, helps build support around legislation and turns issue campaigns into no-joke political muscle by providing a real-time metric of public sentiment on specific bills—all searchable by Congressional district or state.

POPVOX *is not* a database management provider, a mailing list service or a forum for discussion. Rather, it's a nonpartisan, transparent, public platform for activity on specific legislation pending before Congress. And, very simply, no other online tool can do what POPVOX does.



### POPVOX FEATURES

#### ***Increase your visibility on Capitol Hill.***



Getting the attention of Congressional staffers is key to moving your agenda—whether through lobby visits, phone calls or grassroots advocacy. POPVOX enables Congressional staff to reach the appropriate organizations—large and small—on particular issues through a

keyword searchable Organization Directory, which includes organizations' missions, issue agendas and points of contact (for staffers only).

#### ***Provide bottom-line data with real-time legislative reports.***

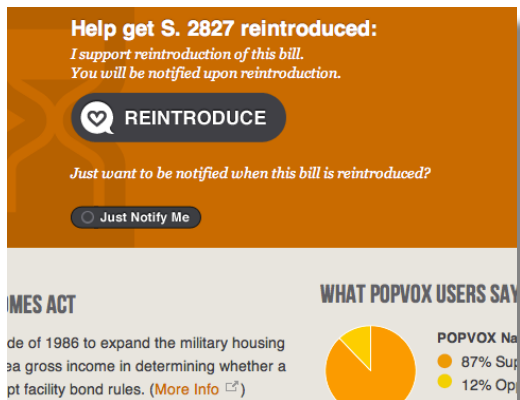
Nearly 300 million email messages are sent to Congress each year, plus innumerable calls, letters and tweets—most prompted by an organization like yours. But most

Congressional offices lack the resources to tally the myriad digital comments they receive.

Including legislative reports in your materials and emails to Congressional staffers provides proof positive of constituent sentiment on the specific bill. And with a cumulative line graph of support vs. opposition over time, it's also a great way to show your funders that your organization's efforts are making a difference.

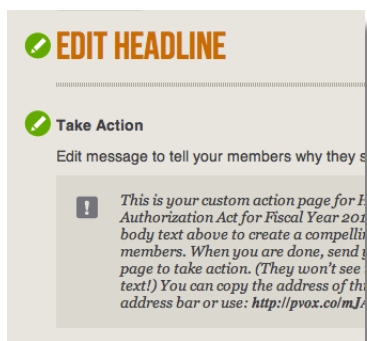


## Build support for bill re-introduction.



POPVOX provides a unique opportunity to build support for a bill that has not yet been re-introduced by allowing users to urge reintroduction of bills from the 111th Congress. This enables organizations to mobilize their membership immediately toward reintroduction as well as helps build early support for original co-sponsors.

## Direct people to take action via custom campaign pages.



with you. Campaign landing pages allow organizations to increase their reach among the public—and grow in membership.

## IT'S FREE AND EASY TO GET STARTED!

1. Develop an organization profile at: [www.popvox.com/accounts/register/orgstaff](http://www.popvox.com/accounts/register/orgstaff), including information only viewable by Congressional staff.
2. Create a legislative agenda so that POPVOX users can learn more about your issues.
3. Customize a campaign landing page to direct your membership to weigh in on legislation.
4. See real-time support for an issue, by district, and download email addresses of POPVOX users who want to hear from you!

Try POPVOX today to turbo-charge your issue campaigns! Join during our beta phase at no charge.

For more information or a product demo, contact Rachna Choudhry at [rachna@popvox.com](mailto:rachna@popvox.com).