Site events/flow

1. The first time someone goes to the site they will view 'Opening Page' (containing)

   a.   "From the founder" (contains links to "About" & "FAQ")

   b.   Statement re referral fees.

   c.   Need to 'lead' User to ABOUT then to FAQ, then to ("lead" meaning link [html?] to that text)

2. "JOIN"

   a.   Sign-up contains

   a1.   Name

   a2.   Home & billing addresses (home address harvests Cicero info)

   a3.   List of Affiliates to select, REQUIRES "Prime Affiliate ID"

   b.   When completed, generates return email containing "Welcome to VOICES including "these are your federal and state representatives (from Cicero), and "TOUR" of site.

   c.   Must have ability to identify whom we are paying referral fees to?

   c1.   Individual (Referrer) that sent us to affiliates ($1)

   c2.   Affiliates ($6)

   c3.   Affiliate that refers us to NEW Affiliate ($3 to original Aff for each new member recruited by new Aff for1st 6 months) + ($6 to new Affiliate) + ($1 Referrer for 1st 6 months)

   d.   Create Elected Reps pages for each member based on Cicero data, place on Member Dashboard

3.   Once person joins site recognizes log-in info takes member to Dashboard

4.   AFFILIATES

   a.   As soon as a group expresses interest we provide; (VS needs to create Affiliate Application)

   a1.   User agreement

   a2.   Affiliate CONTRACT + Rules of Ethical Conduct

   a3.   Ability to tour site

   b.   Upon reaching agreement with Affiliate we MUST create (blank) Affiliate Page

   c.   We MUST place Affiliate name on list of Affiliates (we also create for that Affiliate a unique link that will automatically identify the Affiliate as the group that gains the referral fee for ALL Users that sign up using THAT link)

5.   Affiliate's pages see attached (Initial site doc below)

6.   Bills Resources page(s) (BELOW)

<u>INITIAL SITE DOC</u>

2. We start off with <u>four</u> basic pages plus the vote alert. I will describe each in turn.

   Affiliate page(s)
   Bill Resources page(s)
   Member's home page(s)
   Electoral District page(s)

Vote Alert

AFFILIATE PAGE (password protected for affiliates)

3. The most important page and the content driver for the site is the AFFILIATE PAGE. Data/content entered by affiliate on this page is automatically routed to both the BILL RESOURCES PAGE and the MEMBER PAGE and drive the VOTE ALERT.

4. What information does this page contain in the initial build-out?

5. First, we need to able to make the page look like the affiliate's website so that a visit to the affiliate's page on our site looks like a visit to the affiliate's own website. To do that I suspect we will need to put frames at the top, bottom and perhaps the sides of the page where the affiliate can cut and paste their logo and ad copy. (I think we let affiliate construct page with banner etc, which we then approve before publishing) Each affiliate page should allow for a link back to the affiliates own website.

6. Next, there should be a grouping of fields where an affiliate can enter a bill number, a corresponding summary of their take/position on the bill, a place where they indicate whether they are for or against the bill and a final place to indicate whether they are a sponsor or co-sponsor of a petition with respect to the particular bill. These four pieces of content should be grouped as a unit in as spatially efficient a way as possible so that affiliates can enter many, many bill numbers with corresponding comments.

7. So again, it's –

8. Bill number, summary comments, indication of position, and indication of a petition

9. Bill number, summary comments, indication of position, and indication of a petition, etc, etc.

10. Once an affiliate enters this group of information on their affiliate page, there is an automatic transfer of this information to the Bill Resources Page. (Each time any Affiliate does this a Bill Resources page is created using Bill #, and all comments/positions taken on THAT Bill are posted on THAT Bill Resources page and attributed to the Affiliate that posted the comment/position)

BILL RESOURCES PAGE

11. The bill resources page is simple. As soon as a single affiliate enters a bill number to their affiliate page that has not been entered on the VOICES website before, it automatically triggers the creation of a corresponding Bill Resources Page.

12. At the top of the page acting as a header will be the bill number, which will be linked to State Net's XML data; that is, the title, sponsor, summary and bill-text. Initially this is the place where people should go if they want to actually read the bill's text.

13. Underneath the header will be two columns. The first column will be the "in favor of" column and will contain the affiliate names and summary comments of those in favor of the bill. The second column will contain the affiliate names and summary comments of those who oppose the bill. We need to ask the Affiliate to identify we "support" or "oppose" the bill and that places the comment in the "in favor of" or "we oppose" column. (The affiliate names should link back to the respective affiliate pages.)

14. That's it; the bill number at the top, a "for" column, an "against" column and the affiliate names and summary comments segmented according to their position. As you can guess, this information must automatically populate itself on the Bill Resources Page when entered on an Affiliate Page.

15. The final part of the Bill Resources Page in the initial build-out will be a place to post petitions. A petition title should link to the petition text and to a place where a member can "sign" the petition. Under the petition title should be the names of the sponsors and co-sponsors of the petition, each name linked back to the respective Affiliates Pages. (Once posted the petition language **cannot** change, IF THE PETITION IS NOT ABOUT A BILL ALREADY INTRODUCED, IT WILL BE PLACED ON THE AFFILIATE'S PAGE, AND ALL ALLIES AFFILIATE'S PAGES)

16. Once a Bill passes one branch, it is sent to the other branch of government (passes House is sent to Senate). Statenet updates us to that event. It often is assigned a new bill # (HR4528, might become S322) We must maintain all information/comments/opinions related to that piece of legislation, and update it, provide to the member's E.R.(s) then acting on that piece of legislation. We might wish to provide the older designation in parenthesis underneath the new designation.

MEMBERS HOME PAGE

17. The Member's Home Page will ultimately have much more functionality so keep in mind that this description is for the first generation build-out of the tool.

18. What we need for members to be able to do initially on this page is log-in from their vote alert and vote for, against or register no opinion on each bill that make its way onto that member's vote alert. Each bill that a member votes on should have an indication of the affiliate's position relative to that bill directly on the member page so that the member can vote in accordance with their affiliate without linking to any other pages to do further research.

19. However, each bill that a member votes on should also link back to both the Affiliate Page, where they can read their affiliate's summary comments to learn more.

20. And finally, each bill in a member's vote alert should indicate whether one of their affiliates sponsored or co-sponsor a petition on the bill and link to the Bill Resources Page, where they can read "for" and "against" comments, and also sign any offered petition.

21. So again, the vote alert links to the member's home page, where they can vote on that day's bills or on bill's that showed up in prior vote alerts but were not acted upon. From that page they can link to the Affiliate Pages of their various affiliates according to whether they posted summary comments on a particular bill or link to the bill resources page, where they can learn more by reading other for and against comments, the bill's text or perhaps sign a petition if

applicable. (As to Vote Alert, once member expresses yea/nay/no-opinion, we archive to BILLS I VOTED ON (tab create) by bill # & Caption and removed from member home page) **<u>NO MEMBER CAN BE ALLOWED TO CAST MORE THAN ONE VOTE PER BILL.</u>**

22. The last thing we need to have initially on the Members Home Page is the running tally/scorecard of their elected representatives for all bills they voted on. Most likely we will post these results on ELECTORAL DISTRICT PAGE

ELECTORAL DISTRICT PAGE

23. Initially it should contain the framework for the following. (A page for each elected representative of a member. Initially federal level ONLY, so one member of House of Representatives, and two Senators, harvested from Cicero data on each VOICES member.

    A list of the congressmen and senators from the district linked to their legislative directory information.
    Report card for the representative
    A place for congressmen and senators to post comments on bills to explain their vote.
    Bulletin board where members can post comments, district relevant political news, events, etc. (<u>ER page must be secure, pass word protected so ONLY the ER can post their comments, but members can view, and post questions/comments, but statements attributed to ER can ONLY come from that ER.</u>)

24. Ultimately this page will be a place where we can introduce members and affiliates to each other through the use of member/affiliate profiles, but such networking can wait for the next generation build-out of the site.

VOTE ALERTS

25. VOTE ALERTS are generated when a Bill passes out of committee and is sent to the Majority Leader's Office to be scheduled for a floor vote. <u>We must create a filter to identify that event based on status changes from Statenet.</u>

26. We provide these Vote Alerts via one email containing all V.A.(s) per day.

27. I believe that in the beginning the Vote Alerts should just indicate that the member has bills to vote on and contain a link to the Member Page where they can cast their votes. Ultimately, we want the members to be able to execute from the Vote Alerts.

28. As votes are cast by Members on each Bill, we send ONE email to the appropriate ER expressing by percentage (not actual count) the %for or against, each day with all bills being updated. So, we avoid spam issues by sending one email per day listing all bills that members voted on and update daily. ALSO, WE SHOULD POST THESE TO ELECTED REPS PAGE BY BILL #.

29. I THINK WE NEED TO PROVIDE VA EACH TIME A BILL LEAVES COMMITTEE TO BE SCHEDULED FOR A FLOOR VOTE. The Affiliate Pages and Bill Resources Pages will still be great resources for politically active members, and we want as much good content as possible regardless of if or when any particular grassroots activity takes place. It will be in our interest and our affiliates interest to keep their pages full of information from the time of introduction onward.

30. Finally, we will use State Net data to not only post links to bill information on the Bill Resources Pages, but to also trigger the alerts to members. When a bill passes out of the primary committee, we will need to send a Vote Alert to all members who have an affiliate who has posted that bill on their Affiliate Page. I think that's all we do. *One alert.* I say this because until a member has voted on a particular bill through VOICES, the ability to vote remains until the congressional vote has taken place. They can ignore their alerts, log in once a week and vote on all the bills at once if they choose. The same holds true for signing petitions. We can let them know that they risk missing a vote if they delay, but nonetheless, every time they log in they will see the bills they have yet to vote on. Multiple alerts on the same bills will be counterproductive.

31. Let's make sure we're all on the same page with respect to these comments before moving on.