CampaignShortCuts®

CampaignShortCuts® online solution provides the answer for any size political campaign. Using Lincoln's winning rules for campaigning by turning out the "good" voters, the solution enables you to review past voting history, determine target voters to pursue, and drive canvass activity to strong Get Out the Vote results for a winning campaign.

Winning with Lincoln's Rules

Key shortcuts for winning campaigns include:
- Pre-loaded voter and voter history lists
- Pre-built website integration for online supporter and volunteer registration
- Auto-generated block walk and phone bank canvass lists based on target identification
- Import third-party or other phone survey data to enhance canvass results
- Sophisticated Get Out the Vote (GOTV) capabilities built throughout the system to track getting your volunteers, supports and voters to the polls

In addition, depending upon local election laws, CampaignShortCuts® can provide daily Early Voting results to maximize GOTV activity in that critical stage of the race.

Additional campaign capabilities include:

Voter Canvassing
- One-click ability to add voter as supporter or volunteer
- Voter canvass update can mark preference for entire household
- Track opponent supporters even if they are a different set of targets so you can plan against primary cross-over activity
- Supports mobile smart phone, traditional paper canvassing, and phone banking with built in soft phone integration

Yard Signs
- Pre-plan & maintain list of yard sign and large sign locations
- Graphical maps & auto-generated spreadsheets for placement
- Save time with mobile smart phone access to manage placement
- Graphical map coverage analysis

Volunteers & Supporters
- Manage lists organized by volunteer responsibilities
- Tag volunteers & supporters to voter registration for GOTV lists
- Assign volunteers as GOTV contacts to get specific voters to the polls
- Easily manage endorsements and quotes

Planning & Analysis
- Use pre-built reports, charts & graphs for analysis and planning
- Create and save your own custom reports, charts or graphs
- Ability to email reports and export data to spreadsheets

All of these capabilities provide you winning shortcuts to easily manage your campaign. In addition most solutions provide desktop web browser and mobile smart phone access, as well as, printed list with easy data updates for use with more traditional volunteers.

CampaignShortCuts® installation options include:

Key Capabilities	Cloud Solution	Comments
Registered Voters List	✓	From Official State or County Data Sources
Pre-Loaded Voter History	✓	Scored by Primary Party Participation
Daily Early Voting Results	✓	Matched to Canvass Results
Get Out the Vote Mgmt	✓	Voters can be assigned to individuals
Walk & Phone Bank Lists	✓	Map Displays & Automated Walk Lists
Canvass & Update Voter Info	✓	Track Voter Preference Responses
Phone Bank & Voter Surveys	Optional	Canvass surveys & opt VoIP phone bank
Yard Signs & Large Signs	✓	Manage list of who still needs signs, incl. maps
Volunteer Tracking	✓	Register, tracking, and email to groups
Endorsements & Quotes	✓	Track names & quotes for publication
Donor & Contribution Mgmt	✓	Call lists to tracking receipt of funds
Event & Advertising Mgmt	✓	Create & track events / ads back to donations
Project & Activity Planning	✓	Plan with milestones, tasks & status reports
Precinct Analysis	✓	Import Past Precinct Results & analysis against current status
Planning & Analytics	27 Standard Reports	Also able to export to MS Excel or csv files, plus ability to Create & Share Addl. Reports
Website Integration/Hosting	✓	WordPress website hosting plus volunteer form included or Integration to existing website
Smart Phone Access	✓	Cellular data services required
Number of Users	Up to 25 Users	Access managed by campaign staff

Additional Services Available Include:

- Phone & Data Append Purchases
- Data Imports
- Additional Training & User Support
- Customization of Web Forms & Auto Emails
- Web Site Creation or Customization
- Online and Social Ads Set-Up & Management
- Google Analytics Set-up & Management
- Data Analysis & Custom Reports
- Spatial Data & Geographic Analysis
- Auto Polling & Robo-Calls
- Phone Banking with Integrated Soft Phones

Included Services:

- All pricing is for monthly contracts
- 99.9% Service Level Agreement
- Includes 4 hours for training staff & phone support
- 1 upload of contacts & supporters
- Maintenance and upgrades while under contract.

Contact **Stephen L. Smith** at Stephen@CampaignShortCuts.com for more information.