STANTON STREET
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acti–vote
social voter engagement

Stanton Street is your go-to source for a variety of political or issue-based website development needs and services in El Paso County.

Whether your campaign or organization is in need of design and development of a new website, tools to target and manage voter data, strategic messaging, graphic design, photography or media buys, Stanton Street can guide you down the proper avenue.

As the premier internet solutions company of the West Texas, Southern New Mexico, and Northern Mexico areas, Stanton Street has been fortunate enough to work with some of the most significant companies in the area. Over our twelve year history, we have built a multitude of sites for customers in a number of different industries.

So when your campaign or organization is ready to fire up your efforts, know that you can count on Stanton Street to add fuel to the fire!

Call now for pricing!
(915) 351-8440

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POLITICAL CAMPAIGNS

Campaign Services Overview
Stanton Street is able to assist you with your online political or issue-based campaign with effective, smart tools for reaching prospective voters and supporters. Let us help you craft an intelligent approach to online campaigning.

Acti-Vote: Our Flagship Product
Acti-Vote is a master database and voter participation tool that maintains a comprehensive list of supporters and gives political campaigns an opportunity to directly interact with them. The system also helps campaigns encourage voter participation using a targeted voter profile created through:

- Multiple Points of Interaction
- Volunteer-Based Relationship Mapping
- Commitment Card
- Voter Registration Check
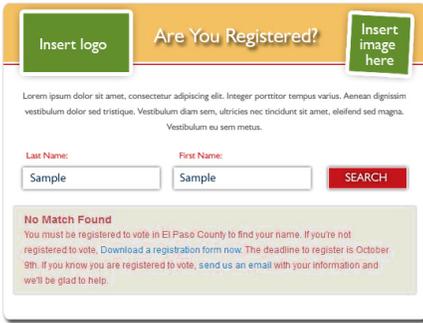- Voter Encouragement
- Automatic Voting Reminders

Multiple Points of Interaction
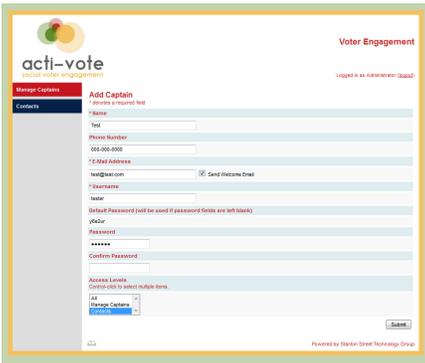### Volunteer-Based Relationship Mapping
Captains are given access to a website where they can identify their friends and family who are they are encouraging to vote in support of the candidate or cause. The website will allow the captain to search the voter database to identify individuals who will be committed supporters. The system saves the relationship and allows captains to augment the available data with phone and email information for each contact.

Commitment Card
A web-based commitment card will be made available on the campaign's website and Facebook page. This card allows individuals to enter their name to confirm that they are registered to vote. Upon confirmation, they will be asked to enter contact information so their commitment can be validated and supported by messages from the system.

Acti-Vote Voter Registration Check

Acti-Vote Admin View

Voter Registration Check:

An alternate entry point based on the commitment card uses a voter registration check function to help individuals confirm that they are registered to vote. If they are not registered, information about the registration process is provided. If they are confirmed to be registered, they are asked to take the next step and complete the commitment card.
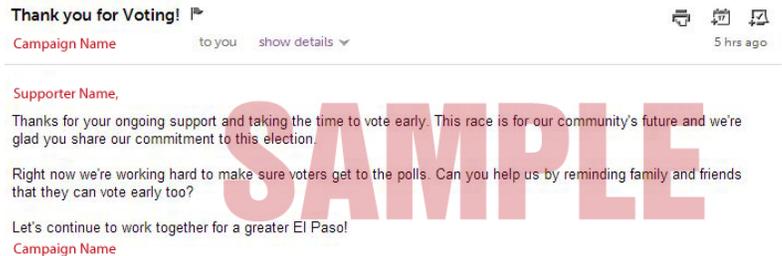
Voter Encouragement:

As Early Voting begins, all captains will be provided with helpful information that they can pass along to their contacts. This information can include details about early voting and other important information that will encourage the contacts to vote.

Individuals who completed the commitment card will receive the same information directly from the system. Captains will be able to log in to the system at any time to view the status of any of their contacts.

Early Voting Confirmation and Reminders:

After each day of early voting, the system will send reports to each captain showing the success rate of the commitments they are responsible for. The list of contacts who have not yet voted will be included in each email.
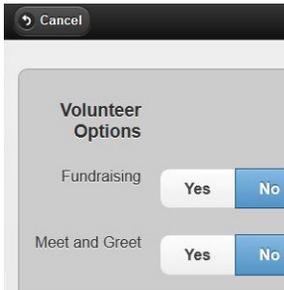
Voters who completed the commitment card will receive periodic email messages encouraging them to follow through on their commitment. Messages will contain helpful information about the voting process such as a list of early voting locations.

Once the system learns that an individual who completed the commitment card has voted, a confirmation email will be sent to the voter and the reminder messages will stop.
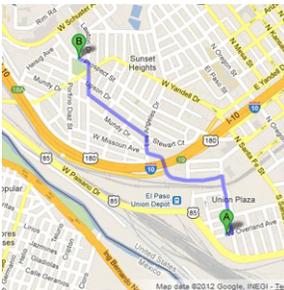
Supplemental Campaign Services
Aside from the Acti-Vote product itself, we offer the following services to supplement your campaign.
Each of the items below will help you enhance your online presence and connect with prospective voters.

Mobile Data Capture
Mobility is a key factor when it comes to empowering a volunteer base. We've made it easier for campaigns to enter voter information as they are block-walking or attending events with a simple, mobile-friendly interface.

Once the information is saved, it's automatically added to the existing database housed on the campaign website. No need to worry about duplicate data as all the records are tied to a registered voter database.

Data Services
As many campaigns know, there is very little that is more important than data and research. Aside from the services provided through Acti-Vote, we can dig deeper into your prospective supporter base through:

- List Builder - Campaigns have the ability to create and download custom walking, mailing, demographic, voter history lists and more by utilizing the database of registered voters in El Paso County.
- Data Visualization - See exactly where your supporters, yard signs and prospective voters are with GIS (Geographic Information Systems) data visualization.

Copywriting
From social media posts to e-newsletters, the messaging for your campaign must be focused and direct. We can help you reach your target audience and identify the strategy and desired outcome of the message itself. Need more followers on Facebook or desire clear, articulate directions for volunteers? Let us help you cross those "t's" and dot those "i's".

Event Photography
Political campaigns can do nothing but benefit from high-quality, professional imagery that maintains a positive, consistent and shareable image of the candidate or issue. Luckily, we're able to fulfill these needs as well.

Find out more about what Stanton Street can do for your campaign! Call us today at: (915) 351-8440.