



# List Builder

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

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.

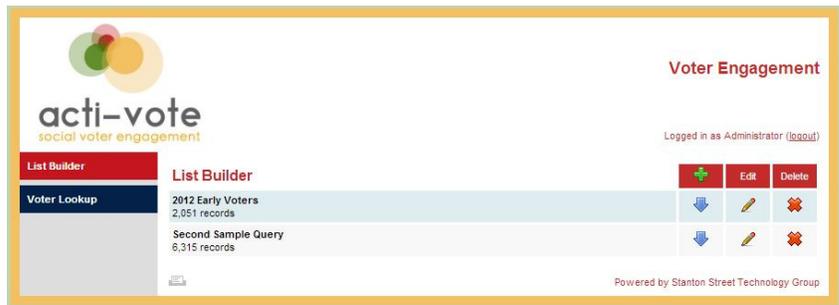
So when your campaign or organization is ready to fire up your efforts, know that you can count on

stantonstreet.com

Stanton Street is ready 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!

## Product Overview:

As many know, there is very little that is more important than data and research. Aside from the many services provided through Acti-Vote, you can dig deeper into your prospective supporter base through *List Builder*.



## Features:

Acti-Vote's List Builder is a web-based tool that allows campaigns and organizations to create, manage and download custom voter lists. There's no need to install propriety software, simply log in from any computer with an Internet connection to manage your lists. Voter information is derived directly from the El Paso County elections database. List Builder allows users to create, manage and download custom mailing and walk lists based on:

## Demographic Data

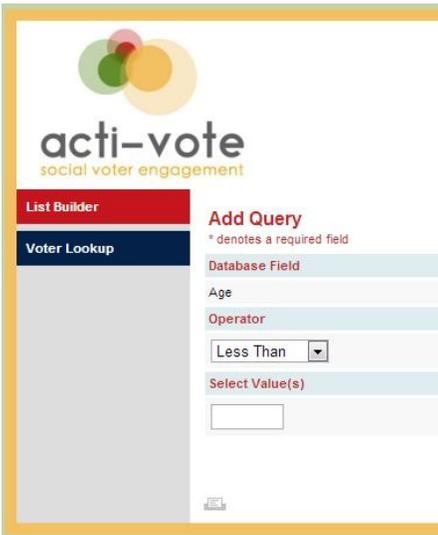
Learn more about your voter demographics such as age, sex or location utilizing the information for strategic messaging.

## Voter History Records

*(primary, non-primary elections)*

Find out more about a voter's lifetime and recent participation, party affiliations and early voting records.

Database Field
2012 Primary
Vote Type
Absentee
Early
Election Day
Did Not Vote
Political Party
Any



Acti-Vote List Builder Query Sample



Acti-Vote List Builder Mailing List Download Sample

## Plans:

There is a List Builder option available for every type of political or issue-based campaign. Both options below offer the following features for data within the selected race:

- Unlimited Queries
- Unlimited List Downloads
- User Manual (PDF)
- 30-Minute Training Session

## Non-Exclusive Access

Non-Exclusive Access allows anyone to have access to the same system and information as your campaign.

## Exclusive Access

For a premium, we also offer exclusive access to ensure that your campaign is the only one with access to the system for your race.

Address/Voter	Age	Sex	D / R	Rate	2009 Municipal	2010 Primary	2010 General	2012 Primary	2012 General	Result
<b>3407 MAIN</b>										
SPEEDWAGON, MARIO	66	M	100% / 0%	85%	E	E-D	E	E-D	E	Y / N / U / NH
<b>3411 MAIN</b>										
VOTE, ANITA U	80	F	0% / 100%	77%	-	-	E	E-R	E	Y / N / U / NH
VOTE, JUSTIN	68	M	0% / 100%	77%	-	-	E	E-R	E	Y / N / U / NH
<b>3617 MAIN</b>										
FORCEWIND, GAIL	62	M	80% / 20%	85%	-	E-D	-	E-D	E	Y / N / U / NH
<b>4005 MAIN</b>										
MELON, WALTER	28	F	100% / 0%	69%	P	-	E	E-D	E	Y / N / U / NH
MELON, CARNEGIE	61	M	100% / 0%	54%	P	-	-	E-D	E	Y / N / U / NH
MELON, BETTY	58	F	100% / 0%	100%	P	E-D	E	E-D	E	Y / N / U / NH
<b>4017 MAIN</b>										
POWER, WILL	54	M	100% / 0%	67%	-	E-D	E	E-D	E	Y / N / U / NH
POWER, POLLY	45	F	100% / 0%	75%	-	E-D	E	E-D	E	Y / N / U / NH
<b>3408 MAIN APT: 000B</b>										
MEMBRIT, IRA	89	F	100% / 0%	86%	P	E-D	E	E-D	E	Y / N / U / NH

Walking List Sample

## About Acti-Vote

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 Acti-Vote system also gives campaigns a way to 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

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