



Activist List Building

Build the Foundation of Your Organization

Activist List Building is your first step to getting organized at scale. Your early campaign's small kernel of an organization needs to grow by identifying and recruiting the grassroots activists and supporters who will constitute your base. Rapidly generate a database of supporters and volunteers who will comprise neighborhood-based chapters of your organization.

Here's What You Can Do

- Identify supporters
- Engage volunteers
- Recruit precinct captains
- Build email lists

Here's How It Works

Target. We analyze subsets of the population likely to be most responsive to your message. We order those universes and prioritize those likely to respond. As the program proceeds, we update targeting based on actual results.

Draft Scripts. We work with your organization to fashion a variety of scripts, voices, and messages most likely to successfully engage your prospects. We run pilot programs to select the one, two, or three most effective approaches. As circumstances change, we will revisit scripts, voices, and messages.

Execute the Program. Our objective is to get as many people as possible to press one on their telephone keypads. Pressing one means the respondent is interested in your message and what you have to say. We then step up the degree of interest by asking the respondents to press one again if they wish to actively engage in your campaign. We run your calls intensively over a period of weeks or months. Typical universes run on the order of hundreds of thousands or millions of called parties.

Reports and Data. We deliver weekly reports of the program's effectiveness and provide you with the captured data so your organization can begin using the data within weeks of launching the campaign.

www.spokenhub.com

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