



Services for Campaigns

- **Volunteer Recruitment.** Spoken Hub can turn around a blanket call to a neighborhood, a city, a state, or nation-wide, to help you leverage your support and build your organization. Volunteer recruitment calls are interactive and can return to you lists of interested households, individuals, or email addresses.
- **Crowd Building.** Wherever you want a large crowd to gather, Spoken Hub will find your supporters and alert them so they know about the event: when to go, why to go, and especially where to go. These are interactive calls which return to you lists of RSVPs, and they can give voters detailed information if they ask for it.
- **List Building.** As you begin to set up your organization, you can rapidly generate a database of supporters, volunteers and donor prospects. It's what gives your campaign the authentic grassroots character and power it needs.
- **ID Calls and Surveys.** ID calls and survey calls allow you to go directly to your voters to hear what's really going on.
- **HUButtonSM.** Spoken Hub can place a button on your website to prompt activists to enter their telephone number to immediately receive a phone call that would allow them to take an action of the your choosing. Use of the HUButtonSM can grow virally because it provides an option to forward the link to friends.
- **Virtual Town Hall.** Our sophisticated Virtual Town Hall is like an electronic auditorium for supporters or groups that you wish to bring together. It lets participants –tens of thousands at a time - hear you speak, listen to questions, and exchange ideas.
- **Neighborhood Organizer.** Use the Hub's Neighborhood Organizer to deliver local messages from neighborhood leaders and to invite neighborhood-based supporters and undecided voters to volunteer, participate in campaign activities, and attend events such as house parties, debate-watch parties, and community gatherings. This technology empowers local organizers to deliver the message in their own voices or in another voice of their choosing. The campaign would assign personnel to “approve” local recordings using a customer-friendly, web-based user interface provided by the Hub.
- **Mail Sandwich.** Sandwich your direct mail with a pre-call and a follow-up call. Direct mail sandwich alerts your target audience that a letter from you is coming. The pre-call tells your recipient what to look for, why it's important, and how to follow up. A follow-up call will remind your donors to put the check in the mail. Mail sandwich programs have improved the effectiveness of clients' mail campaigns by 75%.

www.spokenhub.com

For more information, please call 866-487-1713 or email contact@spokenhub.com
© The Spoken Hub, LLC 2010

- **Voter Registration.** Your campaign can utilize Spoken Hub's technology to get more supporters to register as voters. Voter registration programs integrate survey calls, reminder calls, and mail-based voter registration packets to both increase effectiveness and reduce cost per new registered voter.
 - **Early Vote and Vote By Mail.** Utilize Spoken Hub's technology to increase the number of supporters who vote early or vote by mail.
 - **Web-Based Phone Banking.** HubDialerSM virtual phone banking system maximizes your volunteers' phone banking potential. HubDialerSM has been specifically designed from the ground up for use on political campaigns. We built HubDialerSM to put you in control. Real-time volunteer and data monitoring ensures efficiency and productivity. Volunteers can be located centrally or participate from home, using a landline or a cell phone. Both web-portal campaigns and phone-only options are available. You can combine web-portal users and phone-only users into one campaign. We own and operate the system. No overpaying for outsourced or third-party resellers.
 - **Get Out The Vote.** We understand that there's no second chance with Getting Out The Vote. When we tell you the calls were made, the calls were made. And we know it's not only how many calls you make, it's how many households pick up the phone.
-

Ahead of the curve

As a grassroots technology leader, Spoken Hub has developed a proprietary set of tools to help its clients use the telephone to communicate faster and more reliably than ever before.

Results

- Spoken Hub's interactive programs deliver **uncommonly high response rates**.
- **Our technology** allows comprehensive control over a program—clients can speed up, slow down, change messages, and change the direction of programs to maximize results.
- By identifying the **exact word** that causes people to lose interest in a message, Spoken Hub can test and deliver a script that effectively engages the targeted audience.

Reliability

- Our infrastructure is reliable. **We run our programs in house on our own network.** Most auto call vendors cannot provide the end customer the same level of accountability or quality control.
- **Our internal controls** are unmatched.
- **You can count on our people.** Spoken Hub professionals have run national and local programs. We have the experience to get the job done right.

Service

- We provide **wall-to-wall client service.** We help develop your scripts, we run your program, and we deliver your final analysis.
- Spoken Hub can execute a program on a dime—with a recorded script and data, your calls can be going out on short notice.
- We run jobs and service clients seven days a week.

www.spokenhub.com

For more information, please call 866-487-1713 or email contact@spokenhub.com
© The Spoken Hub, LLC 2010