



Services for Unions

- **Legislative Patch-Through.** Armed with talking points, Spoken Hub connects activists to their legislators. We calibrate the volume of outbound calls to capacity in the legislative office. This minimizes busy signals and hold times.
- **Recording Capture and Delivery.** Spoken Hub records the voices of your activists, and then, one at a time, manually listens to all the recordings and flags the most compelling -- a “controlled grassroots” campaign. We then deliver articulate voices that are on message to your legislative targets, within days of the call, at a strategic moment in your campaign.
- **Inbound Call Hotline.** With a toll-free number, you provide a straightforward, direct response channel that allows your supporter to self-select. When published on ads or direct marketing materials, call volume helps you track the response to your media campaigns. Toll-free numbers can spread virally as well, as your supporters enlist their friends to do your work for you.
- **Crowd Building.** Motivate your members and the population at large to contact their legislators about critical issues and instantly measure the results. These are interactive calls which return to you lists of RSVPs, and they can give attendees detailed information if they ask for it.
- **Member Outreach and Mobilization.** Using Spoken Hub, national membership organizations can quickly reach out to members, capture the pulse of the organization, and effect change at a local or national level. Our technology provides a channel for leaders to speak directly to their members and find out where each member stands, with incredible speed.
- **Neighborhood Organizer.** Use the Hub’s Neighborhood Organizer to deliver local messages from local members. The Neighborhood Organizer allows the national membership organizations to deliver localized messages from local voices, at scale, across vast regions. The tool enables you to use a national voice of your choosing to send out introductory messages and invitations. After listening to the introduction, called parties use key-presses to identify themselves in some way – for example, as supporters of one of your issues or as activists who might be willing to help your campaign or attend one of your events. Called parties then hear a message from a local member with information on local activities and events. Hundreds of localized calls can be delivered in parallel under tight central control.

www.spokenhub.com

For more information, please call 866-487-1713 or email contact@spokenhub.com

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- **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 recipient to take action. Mail sandwich programs have improved the effectiveness of clients' mail campaigns by 75%.
- **Web-Based Phone Banking.** HubDialerSM virtual phone banking system maximizes your members' phone banking potential. We built HubDialerSM to put you in control. Real-time volunteer and data monitoring ensures efficiency and productivity. Members and 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.



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.

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