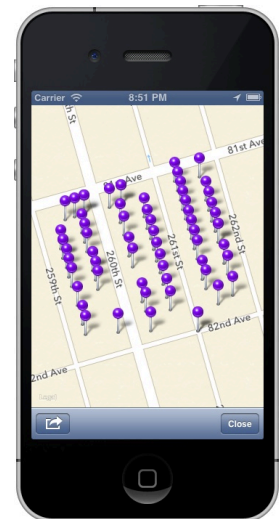


The Ground Game™ Advantage

Ground Game™, first introduced in 2010, has been used by hundreds of campaigns and won the 2011 Pollie Award from the American Association of Political Consultants for “Best Mobile Application”. Based on the feedback from these campaigns we have made an award-winning technology even more impressive. A lot of competing canvassing apps have come to market recently. Beware. Most look great at first glance but ask their designers a few of the questions answered below and you’ll quickly get a very different picture. Ground Game is THE superior solution and campaigns using it report productivity increases of up to 40%. Here’s why.

Work from Maps

Ground Game is an additional module for VoterMapping.com, itself an award-winning voter data visualization system that is quickly setting the standard for all voter selection and analysis tools. In VoterMapping all manipulation of data is done directly from maps. If you look at 50,000 voters or 5 million you instantly see which voters you have selected and can make those selections and get the results in a fraction of a second. Canvassed data are visualized instantly as well and managers can literally see their canvassing results “lighting up” across the map in real time. Competing solutions do not visualize the data on maps or only visualize the data over small areas such as a precinct. Those systems force you to make selections from traditional text interfaces with drop down menus. This older technology is slower, more tedious and more error prone. Once you have worked with the visual analysis and selection tools in VoterMapping you’ll never want to go back.



Start Canvassing Now

Ground Game is available for all 50 states and the District of Columbia and its underlying voter data are constantly being updated. Your subscription can be activated and you can be up and running within hours.

Superior Data

Many solutions advertise that you can “simply” bring in your own voter data. Good luck with that. Voter file data acquired directly from states or counties are rarely if ever in a format or are clean enough to be used in mobile field canvassing applications. These files won’t have been corrected with the

National Change of Address system, won't have had deceased voters purged from them and will contain no enhancements. Before a voter file can be used in a mobile canvassing application that utilizes maps (and you certainly don't want one that doesn't), all addresses need to be geocoded. Geocoding is the process of finding the latitude and longitude of an address. If data are not geocoded they cannot be used in a mobile app that shows the voters' locations. The problem is that most states deliver voter files that are not ready for geocoding. The result is that a lot of voter records are lost during the geocoding process. The VoterMapping data are meticulously converted and geocoded with no loss of voter data.

A Little Thing Called Privacy

Many solutions offered by state party officials are cheap or even free services with one very big drawback. It's called 'lack of privacy'. Administered by state party officials, your private canvassing results and other critical data become "common property" and can be viewed by those who are not part of your campaign and who might have loyalties to your opponent in a primary. Security with Ground Game is rock solid. Your private data are maintained in files that are completely separate from the main voter file and are visible only to you. You control passwords and access and your private data will never be exposed to anyone outside your campaign to whom you have not given access. Even your canvassers will be limited to seeing only what you allow them to see.

Updating Data

Voter data change constantly. Voters move, phone numbers change, new voters register and old voters die. If you import your own data you have a snapshot of the voter file at the moment that you start canvassing, often many months before the election. Updating these data to a new voter file is a lot of work. What's worse, most solutions do not have an easy way to update those underlying data without deleting your existing canvassing results. As a result you have to do complex database work yourself when you have the least time to do it in the weeks before the election. With Ground Game, voter files are refreshed on a regular basis. You'll wake up one morning and Ground Game will be using an updated voter file without disrupting any of your private data. You don't have to do anything and data refreshes are included in the price. Your canvassed data are automatically merged with the new voter files. Addresses and phone numbers are updated automatically. Voters who have moved are removed automatically. What's more, Ground Game even updates the walking lists that are already copied to your canvassers' devices. The result of this sophisticated technology is that your canvassers have the latest data and don't waste time trying to query voters who are not there.

Detailed Voter History

State voter files often do not keep track of historic voting data. If you are using your own data from the state you won't see which voters are consistently going to the polls. This is especially important for local elections in off years. With VoterMapping you have access to detailed historic voter data that goes back 20 years or more in most states. Many available commercial voter files collapse all local and municipal

elections into just a single code field for that year. VoterMapping.com lists each local election by date so that precise selections can be made with the result that you can create walking lists to visit voters who vote in specific local elections. VoterMapping helps you avoid spending precious canvassing time on voters who never vote in local and off-year elections.

Demographic and Psychographic Data

A state voter file includes exactly that--voter data and nothing else. VoterMapping and Ground Game combine the state voter data with Census Data, election results and a vast array of detailed commercial data on income, occupation, education, home and land values and more. All of these can be selected as filters in combination with each other. As a result you can create very targeted walking lists.

VoterMapping is blazingly fast. Creating these lists is instantaneous regardless of the combination of fields that you select.

Bring Your Own Private Code Fields

You may have crucial private information on voters including membership information for certain organizations, donation data, lawn sign locations or historic canvassing data. With Ground Game we can import your own data and match it to the existing voter and psychographic data. This means you have the best of both worlds: you can now filter on combinations of psychographic, voter and private data. In this way you will understand your donors or members even better. Of course your private data are only available to you and they do not become part of the standard VoterMapping data.

Internet-Free Canvassing

Everyone has experienced dropped calls when using a mobile phone. If anything, Internet connectivity of mobile phones is worse than phone connectivity. When using a mobile app you can't rely on the Internet being there all the time, in every town, on every street or in every building. Ground Game copies the walking lists onto the mobile device and runs locally. You do not need to have an Internet connection while you canvass. Ground Game runs on the device and stores the canvassing results right on the mobile phone or tablet. This also means it is faster since it does not have to wait to communicate with a server. Ground Game sends the canvassing results to the central servers as soon as an Internet connection is detected and restored. This happens in the background and it does not interfere with the canvassing. Because Ground Game only needs to update the data from time-to-time you can use devices that have no data plan--an enormous cost savings for campaigns. The devices are less expensive and campaigns do not need to purchase one-year data plans for canvassing three months. Ground Game works even on an iPod-Touch!

Walking Lists are Shared

It's clear that canvassing apps that run locally on the device give a superior experience and higher productivity than canvassing apps that require uninterrupted Internet connections and "freeze up" if they lose those connections. However, there is one drawback--it's more difficult to share walking lists between canvassers. It's the reason most canvassing apps that run locally don't allow walking lists to be shared among different canvassers simultaneously. We've solved that problem in a very powerful way and it shows the sophistication of the technology. Canvassing data that are collected by one canvasser is first stored on the device. It is then uploaded to the central VoterMapping servers to 'sync' the data. Whenever a sync is done Ground Game checks if any of its records have any new canvassing data from other canvassers and it downloads these data onto those other devices. This means that canvassing data are shared between the different canvassers while they are canvassing. Your canvassers can see each other's data and this prevents them from knocking on the same doors.

Ground Game Scales

With Ground Game there is no limit on the number of campaign managers or field organizers and there is no limit on the size of the voter database. Ground Game has been used on databases with millions of voters with no performance issues. There is also no limit on the number of canvassers that you can have in the field at any time. Ground Game has been used by thousands of canvassers simultaneously who were knocking on tens of thousands of doors every hour. We accomplish this by using an innovative dynamic server setup. As more users log into the system, more servers automatically come up in the cloud to serve them and the system never bogs down. Many software apps work well with a small set of users. However, once demand increases the technologies fail. With a canvassing app this is especially painful. We know from historic data that usage of canvassing apps increases tenfold two months before the election. It then increases again by a factor of ten on the last three Saturdays before the election. Untested canvassing apps are not prepared for these usage patterns and many will fail in those last crucial weeks.

Experience Matters

Our team includes over 25 people involved full time in assembling and processing voter files, updating data, software engineering, server administration, monitoring, setting up new clients and supporting customers and our experience in the voter data field stretches back to the early 1970s. The result? We can offer a depth of experience in technology and data that no other firm can match. Many mobile field canvassing programs are the recent work of tiny two and three programmer shops—not a group on which you'll want to rely for solid engineering and customer support, particularly in the final weeks of a campaign when demands for rapid response are common and critically important.

Bring Your Own Programmers: API's

Do you have your own programmers? Great! We have Application Programming Interfaces (API's) available so your programmers can integrate Ground Game and VoterMapping with your own solution. You can download and upload data automatically. In this way you can combine data from your phone banking operations, donations and mail responses into VoterMapping. You can download canvassing data in real time for use in your own analysis software. You can use VoterMapping to visualize and analyze all your data about your voters.

Support

We offer personalized training to help you get going quickly. Phone support staff is available six days per week from 8:30AM to 5:30PM PST. We will expand this to seven days per week and longer hours in the last six weeks before the elections. Of course our engineers monitor our systems 24/7 to make sure they are up and running and emergency contacts are available 24/7. If you need us we'll be there!



915 Oak Street, Suite 200 | Eugene, OR 97401
877-264-7466 toll free | 541-915-8424 direct | 541-343-4325 fax
Email: info@moonshadowmobile.com | Website: www.moonshadowmobile.com

