

What if you could reach every voter in your district friend-to-friend?



Case Study: Volunteer Recruitment

Key Stats

- Convert volunteers to digital canvassers in 5-20 minutes
- Reach 50-1,000 voters/digital canvasser recruited

Campaign Benefits

- Friend-to-friend canvassing at scale
- Personal
- Persuasive

Supporter Benefits

- Effective
- Engaging
- Easy

It's difficult to convert supporters into volunteers. Most campaigns are able to convert less than 5% of their supporters in to volunteers.

The most influential supporters often have no time to spare. Your most influential supporters want to help you but have no time.

Phone banking can be intimidating. It's scary for most people call people they have never met.

Door knocking can be exhausting. Knocking on doors can be exhausting, especially in bad weather.

VoterCircle's friend-to-friend canvassing platform enables supporters to digitally canvass their friends from the comfort of their own home on their own schedule. Most people don't have time or money to spare, but almost anyone can use VoterCircle.

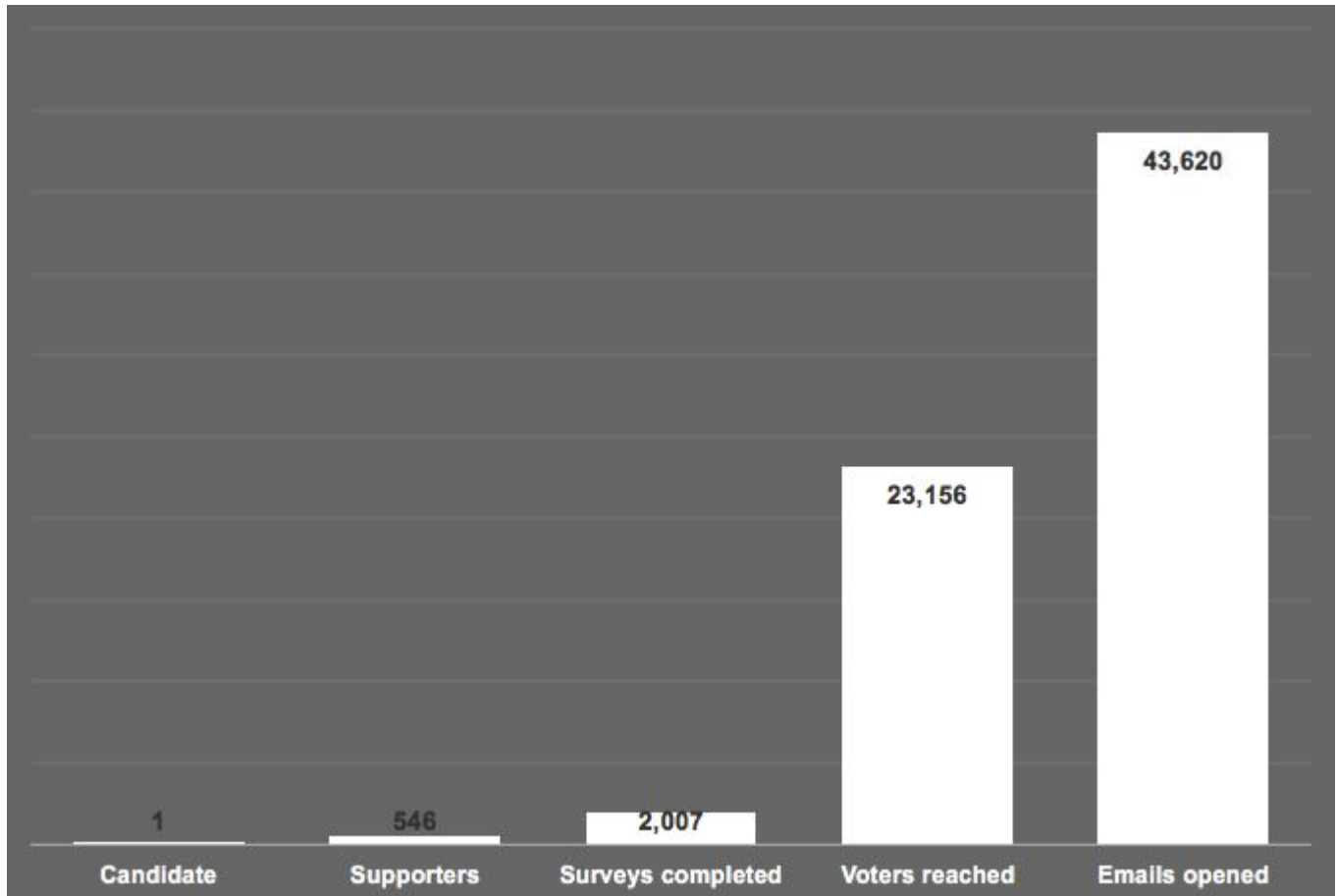
Benefits include:

- Enables hundreds of supporters to reach hundreds of voters
- Convert supporters into digital canvassers
- Provide an alternative to phone banking/door knocking
- Leverage supporters in an effective, personal and efficient manner

Provide an alternative to phone banking/door walking. By providing a canvassing alternative that is easy, effective and efficient you can recruit hundreds of volunteers to support your campaign.

Start early and reach tens of thousand of voters through friend-to-friend canvassing. The most successful VoterCircle Campaigns have been able to recruit hundreds of supporters to personally reach thousands of voters.

Friend-to-Friend Outreach at Scale: US Congressional Race



“Many of our supporters did not have the time to phone bank or door walk. VoterCircle enabled them to spread the word from the comfort of their own home. Not only did we reach hundreds of registered voters within a few days, but the voters were contacted by someone they knew personally.

Our school district boundaries do not line up with our city. VoterCircle enabled my supporters to automatically figure out which of their friends were registered voters in our district and send them a quick message.”

Jennifer DiBrienza, Palo Alto Unified School District Board Member