

# Democracy Direct™ Advocacy

RECRUIT AND MOBILIZE ADVOCATES ONLINE

Democracy Direct Advocacy allows you to launch, maintain, and track grassroots mobilizations via the Web. By mobilizing online, your organization can reduce costs, increase participation, and greatly streamline the process of managing and tracking your efforts—all while generating effective communications to Congress.

## GO FARTHER WITH DEMOCRACY DIRECT ADVOCACY!

Democracy Direct Advocacy is built to help you get more out of your mobilizations:

- Activate more quickly.**  
 With Democracy Direct Advocacy, setting up alerts takes just a few minutes—and for advocates, taking action is even easier. In just a few clicks, advocates can send personal communications to Congress via any method you choose: email, mail, or fax.
- Generate higher-impact communications.**  
 Our unique Phone Plus website feature allows clients with IssueLink IVR systems to conduct phone mobilizations online. Advocates can be patched through directly to legislators or can schedule a more convenient time to be automatically called back by the IVR system and patched through to Congress.
- Educate more effectively.**  
 Your advocacy website can hold issue updates, news clips, press releases, talking points, and more, giving your advocates the tools to become more informed and persuasive about your issues.
- Target and tailor alerts.**  
 With Democracy Direct Advocacy, you can post multiple alerts, target specific audiences or legislators, and even tailor communications within a specific alert to each target legislator, based on their position on an issue.
- Track results in realtime.**  
 Every action taken through your advocacy website is logged automatically, allowing you to track and analyze your campaign in realtime and react quickly if changes are needed.
- Communicate more efficiently.**  
 Our optional Communications Wizard helps you adjust and push out action alerts, keep advocates up to date on your issues, follow-up with advocates who haven't taken action and thank those who have, and remobilize advocates as necessary.

**CONTACT US FOR A FREE DEMO**  
 (301) 686-8000 | LEARNMORE@DDCADVOCACY.COM



- Identify super-advocates.**  
 Democracy Direct Advocacy captures vital activity histories on your advocates, allowing you to identify your most enthusiastic activists and leverage their support again and again.

## CREATE YOUR OWN UNIFIED GOVERNMENT AFFAIRS MANAGEMENT SYSTEM

Democracy Direct Advocacy is just one of the robust modules of our flexible Democracy Direct system. Find out how you can integrate other Democracy Direct modules for a greater impact:

- Democracy Direct Grassroots**—Gauge your political presence and leverage your grassroots assets!
- Democracy Direct Maps Plus**—Create graphical maps of your political footprint!
- Democracy Direct PAC**—Manage PAC data and PAC compliance more effectively!
- Democracy Direct Fundraising**—Educate eligibles, recruit members, and solicit contributions online!