

Democracy Direct™ Grassroots

POWERFUL GRASSROOTS MANAGEMENT

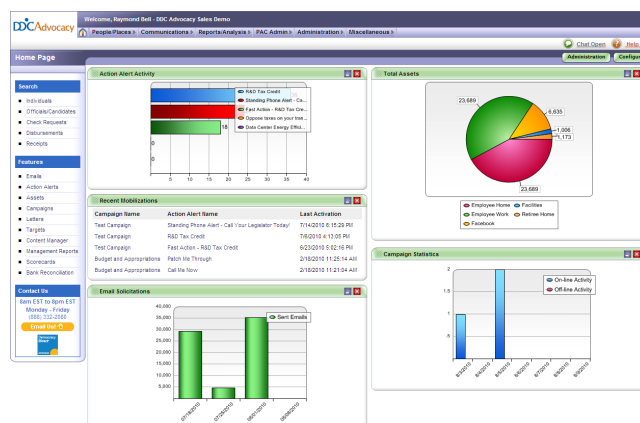
Democracy Direct Grassroots helps you get a better grip on the grassroots assets at your disposal. And the more you know about what and where your assets are, the better you can make your voice heard on the issues that matter. That's why Democracy Direct Grassroots includes sophisticated tools for gauging, leveraging, and tracking your grassroots presence and impact across the nation.

GET MORE OUT OF YOUR GRASSROOTS ASSETS WITH DEMOCRACY DIRECT GRASSROOTS

DDC Advocacy designed Democracy Direct Grassroots to take the hassle out of grassroots management. The system is structured to provide easy access to all of the tools you need to effectively:

- Store immense amounts of critical grassroots data.**
 Democracy Direct can store an unlimited number of records on grassroots assets, such as members, employees, retirees, vendors, suppliers, customers, shareholders, facilities, and more.
- Manage key government affairs information.**
 Records can be grouped by common characteristics or can be linked to each other, allowing you to easily track relationships or segment records by key criteria. What's more, individual records contain notes fields that allow you to log detailed information about a specific stakeholder.
- Connect quickly and easily with your grassroots stakeholders.**
 The system includes a Communications Wizard that allows you to quickly create and send emails to stakeholders, helping you stay connected to your core of grassroots support.
- Track activities, campaigns, communications, and grassroots presence.**
 Integrated, at-a-glance reporting tools help you track your organization's grassroots impact in realtime. Reports are configurable, allowing you to pinpoint the exact criteria you need and generate more meaningful reports on everything from the number of advocates in a district to the success of a grassroots campaign.

CONTACT US FOR A FREE DEMO
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CREATE YOUR OWN UNIFIED GOVERNMENT AFFAIRS MANAGEMENT SYSTEM

Democracy Direct Grassroots 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 Advocacy**—Educate, recruit, and mobilize advocates online!
- 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!