

Tracking Member and Advocacy Engagement with Votility and iMIS

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we can solve it.





INSPIRED SOLUTIONS

The Votility Difference

- **Integrated iMIS Advocacy Solution**
- Search and display pending legislation at **federal, state and local levels**
- **Customizable platform** send letters and emails to representatives
- **Custom landing pages** can be easily shared through social media
- API with Single-Sign-On capabilities for **seamless integration with current iMIS technology**
- **Priced to make advocacy affordable.**
- **Easy to set up and run-** little to no IT needed.



we can solve it.





INSPIRED SOLUTIONS

Why?

EMAIL RATES BY MESSAGE TYPE

The numbers in parentheses represent the percentage change in rate since 2012.

	OPEN RATE	CLICK-THROUGH RATE	RESPONSE RATE	PAGE COMPLETION RATE	UNSUBSCRIBE RATE
All	13% (-4%)	1.6% (-16%)	-	-	0.18% (-12%)
Fundraising	12% (-3%)	0.4% (-13%)	0.07% (-11%)	22% (-5%)	0.18% (-14%)
Advocacy	13% (-6%)	2.9% (-17%)	2.0% (-25%)	83% (-2%)	0.16% (-10%)
Newsletter	13% (2%)	1.8% (-4%)	-	-	0.16% (-7%)

Credit: 2014 M& R Benchmarks report



INSPIRED SOLUTIONS

Who Benefits?

Association Executives, Government Relations team and Grassroots Coordinator



“Easy for staff and members to use for 1/3- 1/2 cost of other advocacy platforms. Empower your members with direct access civic engagement to increase member retention and new sales of your organization.”

GOALS: Increase member engagement, staff efficiency, retention and non-dues revenue. Present data on member sentiment to legislators.

CHALLENGES: Limited budget and staff, diverse membership, hard to measure engagement and sentiment.

HOW WE HELP: Fast and efficient account set-up, statistical analysis and reporting of member activity, data integration with iMIS and other platforms



we can solve it.



Admin can search and display legislation for member action

ACCOUNT

- Dashboard
- Admin Profile
- Public Information
- Appearance
- Manage Admin Users

BILLS

- My Watch List
- Manage Custom Categories
- Manage Contact Groups
- Search Federal Bills
- Search State Bills
- Local Voter Groups
- Local Bills
- Proposed Initiatives

CONTENT

- User Messages
- Manage Page Content
- Manage Default Letters
- Manage Header Navigation

REPORTS

Dashboard

USER ACTIVITY OVERVIEW FOR: ALL BILLS


Total Number of Users:	10	Number of Unique Districts:	9	Total Number of Votes:	189
Average Votes Per User:	18.90	Overall Engagement Rate:	90.00%	Voting Engagement Rate:	90.00%
Email Engagement Rate:	60.00%	Written Engagement Rate:	80.00%	Call Engagement Rate:	70.00%
Share Engagement Rate:	30.00%	Comment Engagement Rate:	70.00%		


Watchlist Bills

Following are the bills on your Watchlist.

Proposed Initiatives

Prefiled Bill regarding the legal Profession

FOR: (1 Votes)  100.0%


AGAINST: (0 Votes)  0.0%


Total Votes: 1

Overall Engagement Rate: 10.0% (1 Users)

Voting Engagement Rate: 10.0% (1 Users)

Board of Ed Proposal for sales tax for schools

FOR: (1 Votes)  50.0%

AGAINST: (1 Votes)  50.0%

Total Votes: 2

Overall Engagement Rate: 30.0% (3 Users)

Voting Engagement Rate: 20.0% (2 Users)

Track and Measure All Member Advocacy Actions

State Bills

California Bills

CA-SB.38 :Electrical restructuring.

FOR: 0.0%
(0 Votes)

AGAINST: 0.0%
(0 Votes)

Total Votes: 0

Overall Engagement Rate: 0% (0 Users)

Voting Engagement Rate: 0.0% (0 Users)

Email Engagement Rate: 0% (0 Users)

Written Engagement Rate: 0% (0 Users)

Call Engagement Rate: 0% (0 Users)

Share Engagement Rate: 0% (0 Users)

Comment Engagement Rate: 0% (0 Users)

CA-AB.1285 :Student financial aid: Cal Grant Program.

FOR: 100.0%
(1 Votes)

AGAINST: 0.0%
(0 Votes)

Total Votes: 1

Overall Engagement Rate: 10.0% (1 Users)

Voting Engagement Rate: 10.0% (1 Users)

Email Engagement Rate: 0% (0 Users)

Written Engagement Rate: 0% (0 Users)

Call Engagement Rate: 0% (0 Users)

Share Engagement Rate: 0% (0 Users)

Comment Engagement Rate: 10.0% (1 Users)

[View All State Bills](#)

Members Only Legislative Action Center

HOME NEWS CLE Tech Support Edit Profile Logout









WELCOME

We are proud to launch this real time advocacy platform for your use. As an active organization, we want and need your voice in order to affect public policy.

Please learn about the bills below and take the necessary action for us to maintain our high Industry standards!


Federal Bills State Bills Local Bills

AGRICULTURE


Our Position	Bill	Bill Summary	TAKE ACTION
 Support	H.R. 1094: To prohibit the sale or transport of equines and equine parts in interstate or foreign co... (View More)	3/12/2013--Introduced. Safeguard American Food Exports Act of 2013 - Amends the Federal Food, Drug, ... (View More)	  
 Support	H.R. 1012: seafood bill (View More)	3/6/2013--Introduced. Safety And Fraud Enforcement for Seafood Act - Requires the Secretaries of Com... (View More)	  

Welcome Action Jackson!


My Federal Reps



Mitch McConnell [R-KY]
Senior Seat



Rand Paul [R-KY]
Junior Seat



Public Facing Email Campaigns

Customizable Landing Pages for Rapid Action

Dear Member,

Please help us by filling out and submitting the form below to contact your Senators. S. 441 will protect small brick-and-mortar businesses from onerous new FDA regulations. If the FDA assumes regulatory control of premium cigars, it will likely jeopardize our business owners, their families, and their employees.

Please contact me with any questions.

Sincerely,

Kevin "Kip" Talley
Senior Director of Federal Legislative Affairs
kip@ipcpr.org

PLEASE FILL OUT AND SUBMIT THE FORM BELOW.
Your message will be sent directly to your Senators.


STEP 1: Choose one of the options below

[I'm a Customer](#)

Traditional Cigar Manufacturing and Small Business Jobs Preservation Act of 2015

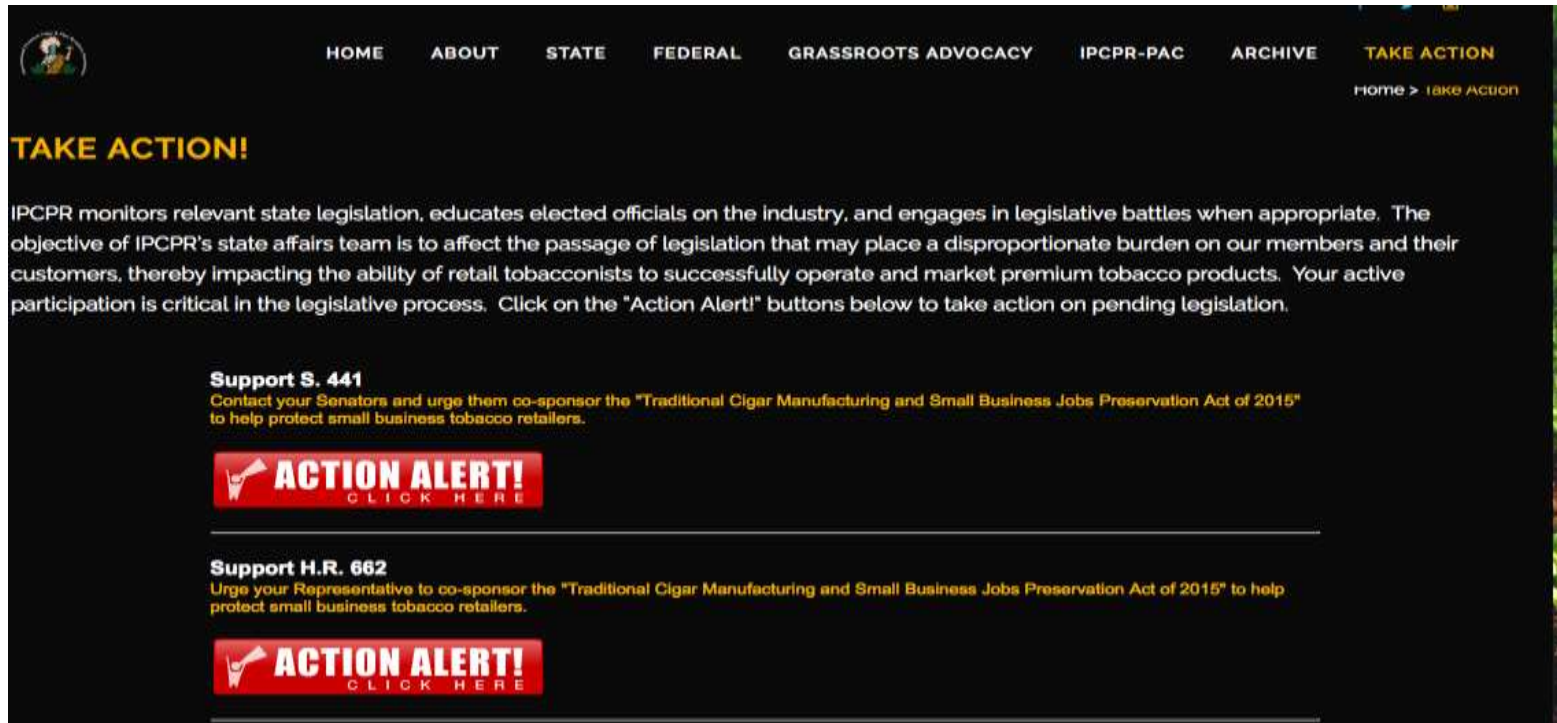
[Click here to read the full bill](#)

OUR POSITION:

 We are **FOR** this bill.

S. 441 protects premium cigar retailers, which account for tens of thousands of domestic jobs, and its consumers. Contact your Senators and urge them to co-sponsor this legislation to help preserve a freedom enjoyed by adults for centuries in the United States.

Use Widgets for a more Interactive Website and to Drive Member Views



HOME ABOUT STATE FEDERAL GRASSROOTS ADVOCACY IPCPR-PAC ARCHIVE TAKE ACTION
Home > take Action

TAKE ACTION!

IPCPR monitors relevant state legislation, educates elected officials on the industry, and engages in legislative battles when appropriate. The objective of IPCPR's state affairs team is to affect the passage of legislation that may place a disproportionate burden on our members and their customers, thereby impacting the ability of retail tobacconists to successfully operate and market premium tobacco products. Your active participation is critical in the legislative process. Click on the "Action Alert!" buttons below to take action on pending legislation.

Support S. 441
Contact your Senators and urge them co-sponsor the "Traditional Cigar Manufacturing and Small Business Jobs Preservation Act of 2015" to help protect small business tobacco retailers.

ACTION ALERT!
CLICK HERE

Support H.R. 662
Urge your Representative to co-sponsor the "Traditional Cigar Manufacturing and Small Business Jobs Preservation Act of 2015" to help protect small business tobacco retailers.

ACTION ALERT!
CLICK HERE

Grassroots advocacy in 3 clicks

HOME ABOUT STATE FEDERAL GRASSROOTS ADVOCACY ALERTS TAKE ACTION

Additional Resources

- FDA RETAILER DOCKETS
- FDA ALERT ARCHIVE
- STATE BISSON CALENDAR
- FEDERAL BISSON CALENDAR

Take Action!

ICOPF members meet state legislators, educate elected officials on the industry, and engage in legislative battles when appropriate. The objective of ICOPF's state affairs team is to affect the passage of legislation that may place a disproportionate burden on our members and their customers, thereby impacting the ability of retail tobacconists to successfully operate and market premium tobacco products. Your active participation is critical in the legislative process. Click on the "Action Alert" buttons below to take action on pending legislation.

FDA Deeming Regulations Senate Outreach
Sign your Senators to submit comment on proposed FDA regulations

FDA Deeming Regulations House Outreach
Sign your Representatives to submit comment on proposed FDA regulations

Support H.R. 792
Contact your Representative and urge them to cosponsor the "National Cigar Smoking Act of 2014" to help protect small business tobacco retailers.

ip:pro/legislative

PLEASE FILL OUT AND SUBMIT THE FORM BELOW
Your message will be sent directly to your Senators.

The most of your interest article on the Food and Drug Administration's (FDA) April 25, 2014, Notice of Proposed Rulemaking (NPRM) on the Deeming of Tobacco Products under the Family Smoking Prevention and Tobacco Control Act is critical to protect your interests. Please urge your Senators to submit comments on the proposed FDA regulations.

PLEASE FILL OUT AND SUBMIT THE FORM BELOW
Your message will be sent directly to your Senators.

STEP 1: Choose one of the options below

PLEASE FILL OUT AND SUBMIT THE FORM BELOW.
Your message will be sent directly to your Senators.

Subject: Ask FDA to exempt premium cigars from FDA regulations

Message: Dear Senator:

As a consumer of premium cigars, I would like to request that you submit comment to FDA on the April 25, 2014, Notice of Proposed Rulemaking on the deeming of tobacco products under the Family Smoking Prevention and Tobacco Control Act. It is critical that the FDA consider the difference between premium cigars and other tobacco products when drafting the final regulations. Premium cigars are an adult product, without the habitual use patterns of mass-market tobacco products.

As such, I ask that you please stand up for premium cigar industry and submit comment to request the exemption of premium cigars from the proposed deeming regulation. If you have not already done so, I also encourage you to support H.R. 792. Thank you for your consideration.

Sincerely,

First Name: Last Name:

Email Address:

Address Line 1:

Address Line 2:

City: State: Zip Code:

Yes, please add me to your email list so I can be informed about future offers, news or advocacy efforts.

Use the Widgets, Customizable Landing Pages and Custom Rep Messages for Simple and Effective Public Facing Landing Pages for quick member advocacy action!



we can solve it.



Simple to Produce Reports Detailing Member Sentiment to affect Public Policy

ABOUT THIS BILL

H.R. 5021: To provide an extension of Federal-aid highway, highway safety, motor carrier safety, transit, and other programs funded out of the Highway Trust Fund, and for other purposes.

California

AAA DEMO ACCOUNT voters in California have indicated they want their representatives to vote as follows:



USA

AAA DEMO ACCOUNT voters across the nation have indicated they want their representatives to vote as follows:



VOTER COMMENTS

"I don't like..."
Lexington, KY

Track and Measure Individual Member Action for iMIS Bridge

SEARCH FILTERS

Search By User Signup Date Range: From: -

Search By Keyword:

Search By User Demographic Information:

How does music education affect you? Are you involved with Gov Contracts: Please list the personal relationships you have with any state lawmakers.:

View User Statistics

[Export User Contact Data Based On This Search](#)

On/Off ▲▼	First Name ▲▼	Last Name ▲▼	Votes ▲▼	Comments ▲▼	Emails ▲▼	Letters ▲▼	Calls ▲▼	Shares ▲▼	Signup ▲▼	Last Login ▲▼	
<input checked="" type="checkbox"/>	Action	Jackson	94	96	101	88	77	5	2012-03-18	2015-06-25	<input type="button" value="Login"/> <input type="button" value="X"/>
<p>96 Bills - View all bills taken action on</p> <ul style="list-style-type: none"> • H.1176: To amend the Specialty Crops Competitiveness Act of 2004 to include farmed shellfish as specialty crops. • H.1114: To establish an employment-based immigrant visa for alien entrepreneurs who have received significant capital from investors to establish a business in the United States. • HB 40: AN ACT relating to fees in public universities and colleges. Amend KRS 164.400 to permit the boards of regents and boards of trustees of the public universities and colleges to establish fees sufficient for the payment of instructional and operational expenses consistent with the recommendations of the Council on Postsecondary Education; clarify the types of fees that boards may require payment of; prohibit mandatory athletic or meal fees for nonresident or commuter students; delete provision re • H.4036: To amend the Legislative Reorganization Act of 1946 to impose a daily reduction in the rates of pay for Members of Congress if Congress fails to agree to a concurrent resolution on the budget. 											



INSPIRED SOLUTIONS

Summary so far...

- * Public and Private facing platforms w/ Widget for a more interactive website
- * Simple Admin execution; Easy for Members to Engage
- * Track and Measure All Member Advocacy Data
- * Store all member advocacy action taken in Votility within iMIS for maximum efficiency

What is the Bridge?

- * A .NET-based webservice that is installed in a folder on your iMIS Application Server.
- * Works with all versions of iMIS from 10.x to 20.x
- * Uses the iMIS API's (based on the iMIS Business Objects)

Key Benefits

- * Single Sign On between Votility and iMIS
 - * Can filter who can login if required
- * Creates activity records based on actions of members in the Votility System
- * Updates some standard iMIS data fields
- * Updates a Votility user defined field with data about the person
- * Can create new records in iMIS for prospects



Manage customers Individual Member - Dave Wilkerson

Customers

- Manage customers
- Manage committees
- Manage chapter rosters
- View activity tasks
- Manage Accumail
- Manage duplicates
- Generate reports
- Import activities
- IQA
- Set up tables
- Set up module
- Set up fundraising
- Customers help

ID: 294 Individual Member Active Category

Prefix: Dave M Wilkerson Suffix:
 Dave Designation Member Title

Profile Donor Data Status Notes Picture Financial Solicitor Data Other

Company ID

Address Street Address Home
 Address: 1 Main Street
 Address 2
 Address 3: Arvada
 Country
 Preferred: Mail Bill Ship
 Phone: 333-333-3333
 E-mail: dwilkerson@atsol.org

Work Phone

Activity Detail ? X

New Open Edit Delete Find

Type: VOTILITY Date: 03/04/2015
 Action Type: Contacted Rep. By Email

Bill Name: Local Bill's Name 4 Comment: This is where we put the whole contact message.

Bill ID: L-TEST-4 Value:

Bill Level: Local Rep ID: Local Group - 4 Rep Name: Local Group's Name
 Campaign Name Campaign ID

Print Attachment Save Cancel

Results Record History **Activ**

Date	Action Type
7/16/2015 10:01:02	
3/4/2015 5:06:07 AM	Comment
3/4/2015 5:06:07 AM	Contacted
2/3/2015 4:05:06 AM	Vote
2/3/2015 4:05:06 AM	Vote
2/3/2015 4:05:06 AM	Vote
1/2/2015 3:04:05 AM	Vote
*	

Exposition Certification

Level

Type Date

VOTILITY

New Activity





Manage customers Individual Member - Dave Wilkerson

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- ▼ Set up module
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- Customers help

ID: 294 Individual Member Active Category

Prefb: Dave M Wilkerson Suffix:
 Dave Designation Member Title
 Company ID Company Sort
Address Street Address Home Address
 Address 1 Main Street Status
 Address 2
 Address 3
 Arvada CO 80002
 Country
 Preferred Mail Bill Ship
 Phone 333-333-3333 Fax
 E-mail dwilkerson@atsol.org

Donor Data Status Notes Picture Financial Solicitor Data **Other** Salu
 Gender
 SIC
 Birth Date
 County
 JS Congress 11
 St Senate 12
 St House 13

Date	Action Type	Bill Name	Comment	Bill ID	Value	Bill Level
7/16/2015 10:01:02						
3/4/2015 5:06:07 AM	Comment	State Bill's Name 3	This is a test	S-TEST-3	See the comments fi	State
3/4/2015 5:06:07 AM	Contacted Rep. By E	Local Bill's Name 4	This is where we put	L-TEST-4		Local
2/3/2015 4:05:06 AM	Vote	Federal Bill's Name 2		F-TEST-2	AGAINST	Federal
2/3/2015 4:05:06 AM	Vote	Federal Bill's Name 2		F-TEST-2	AGAINST	Federal
2/3/2015 4:05:06 AM	Vote	Federal Bill's Name 2		F-TEST-2	AGAINST	Federal
1/2/2015 3:04:05 AM	Vote	Federal Bill Name 1		F-TEST-1	FOR	Federal
*						

Type Date
 VOTILITY
 New Activity



Manage customers Individual Member - Dave Wilkerson

Customers

- Manage customers
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- Manage duplicates
- Generate reports
- Import activities
- IQA
- Set up tables
- Set up module
- Set up fundraising
- Customers help

ID: 294 Individual Member Active Category

Prefb: Dave M Wilkerson Suffix: Member Title

Company ID: Company Sort

Address: Street Address Home Address
 Address: 1 Main Street Status
 Address 2
 Address 3
 Arvada CO 80002
 Country

Preferred: Mail Bill Ship
 Phone: 333-333-3333 Fax
 E-mail: dwilkerson@atsol.org

Gift_Card PRODUCT_REVIEWCOMMENT Product_Reviews RealMagnet GeoData ATS_DUES **Votility**

GENDER: M BIRTH_YEAR: 1960
 ETHNICITY: Alaskan Native EDUCATION_LEVEL: College Degree
 VOTED_IN_LAST_ELECTION: Y PARTY_AFFILIATION: Other
 FISCAL_POSITION: Somewhat Conservative SOCIAL_POSITION: Somewhat Conservative
 CUSTOM_FIELD_01: test custom 1 CUSTOM_FIELD_02: test custom 2
 CUSTOM_FIELD_03: test custom 3 CUSTOM_FIELD_04: test custom 4
 CUSTOM_FIELD_05: test custom 5 CUSTOM_FIELD_06: test custom 6

Date	Action Type	Bill Name	Comment	Bill ID	Value	Bill Level	Rep ID	Rep Name	Campaign
7/16/2015 10:01:02									
3/4/2015 5:06:07 AM	Comment	State Bill's Name 3	This is a test	S-TEST-3	See the comments for	State	Sen-CA-3	Sen. CA Test Name 3	
3/4/2015 5:06:07 AM	Contacted Rep. By E	Local Bill's Name 4	This is where we put	L-TEST-4		Local	Local Group - 4	Local Group's Name 4	
2/3/2015 4:05:06 AM	Vote	Federal Bill's Name 2		F-TEST-2	AGAINST	Federal	Sen-CA	Sen. CA Test Name 2	
2/3/2015 4:05:06 AM	Vote	Federal Bill's Name 2		F-TEST-2	AGAINST	Federal	Sen-CA	Sen. CA Test Name 2	
2/3/2015 4:05:06 AM	Vote	Federal Bill's Name 2		F-TEST-2	AGAINST	Federal	Sen-CA	Sen. CA Test Name 2	
1/2/2015 3:04:05 AM	Vote	Federal Bill Name 1		F-TEST-1	FOR	Federal	Rep-AL-1	Rep. AL Test Rep Name	

Type Date
 VOTILITY
 New Activity



Engagement

- * Using iMIS Staff view you can create a dashboard of actions and easily report on this data in iMIS. IQA, SSRS, and Crystal can also be used.
- * If a call to action is forwarded to someone who is not in iMIS, and that person takes action, a new Prospect record will be created in iMIS.

Summary

- * The bridge allows for Single Sign on between iMIS and Votility
- * Votility user actions are recorded in iMIS
- * Additional demographic data is updated in iMIS

Contacts

- * Brent Willis

- * brentwillis@votility.com

- * <http://www.votility.com/>

- * Richard Banks

- * rbanks@atsol.org

- * <http://www.atsol.org/>