Turning Members into Advocates with CQ Roll Call and iMIS

Presented by:

Association Technology Solutions, LLC

About ATS

- Serving iMIS community since 1996
- Award-winning, full-service Authorized iMIS Solutions Provider (AiSP)
- Specialization in extending the functionality of iMIS
- 60+ bridges to integrate iMIS with popular third-party products

Hosted by

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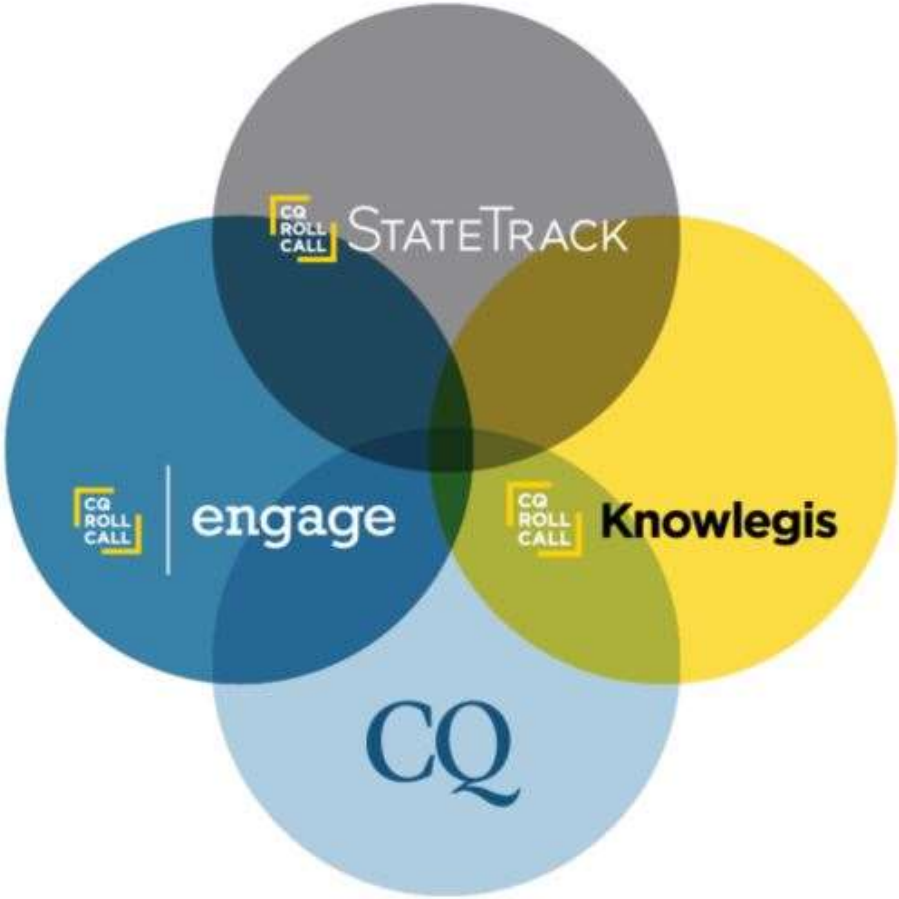
Digital Advocacy Solutions

CQ ROLL CALL

An Economist Group business



Who We Are

Since 1945, CQ Roll Call has been the source of congressional news, legislative tracking, and elections coverage.

In 1998 CQ Roll Call led the market into creating digital advocacy software solutions, with *CapWiz*.

Market leader in delivering advocate messages to Congress and State elected officials.

Technology solutions that support data driven advocacy.

(720) 945-7252 4704 Harlan Street, Ste. 325, Denver, CO 80221 info@atsol.org

Digital Advocacy Needs

CQRC Engage provides a guaranteed method for your advocates to take action by contacting Congress, State, and Local elected officials and candidates

Social Media Integration

iMIS Integration via ATS syncs contact records & Advocate Activity between platforms

Mobile Responsive

Grasstops Relationship Management

Campaign Analytics

Content Management System

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Tools in Our Solution: Advocacy

Engage:

Grassroots Calls to Action

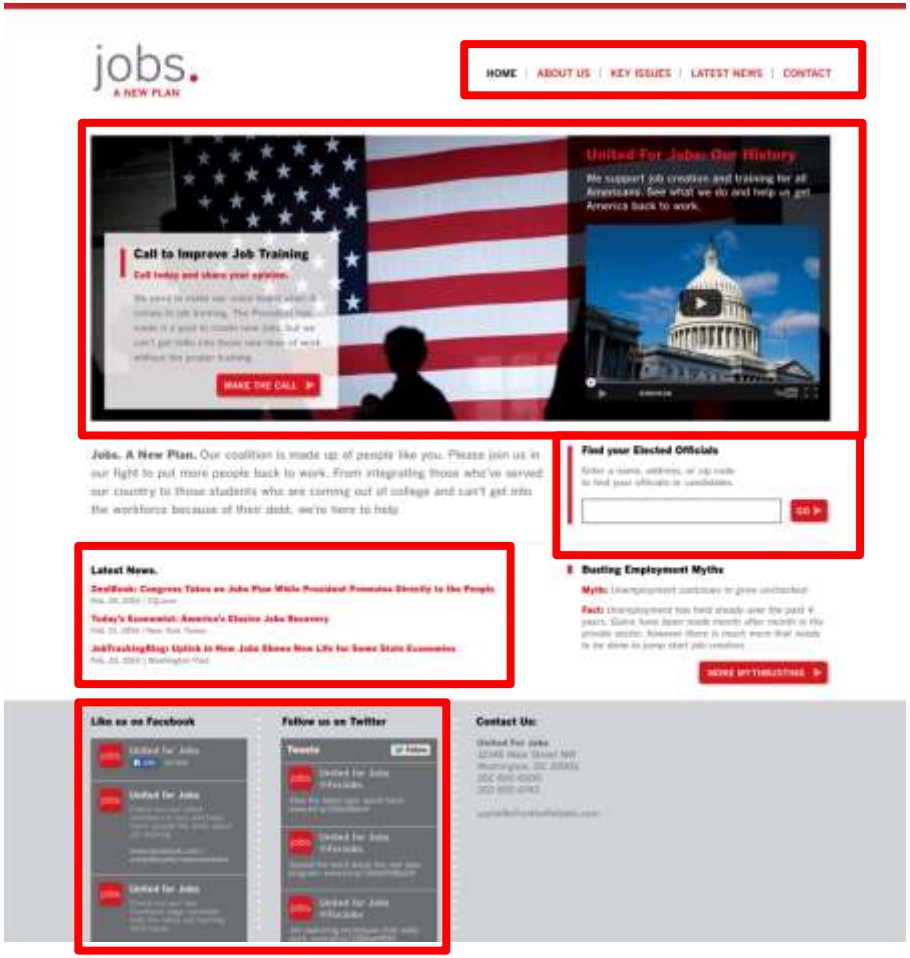
- Write a Letter
- Sign a Petition
- Register to Vote
- Tweet an Official
- Facebook Integration
- Share Your Story
- Make a Call

Knowlegis:

Grasstops Management

- Elected official & Congressional staff look-up & outreach
  CRM system
- Manage Fly-Ins & Lobby Days

Engage Creates Online Destinations



Modular and customizable

Highlight your calls to action

- Share your story
- Write a letter
- Make a call
- Sign a petition
- Tweet
- Social sharing

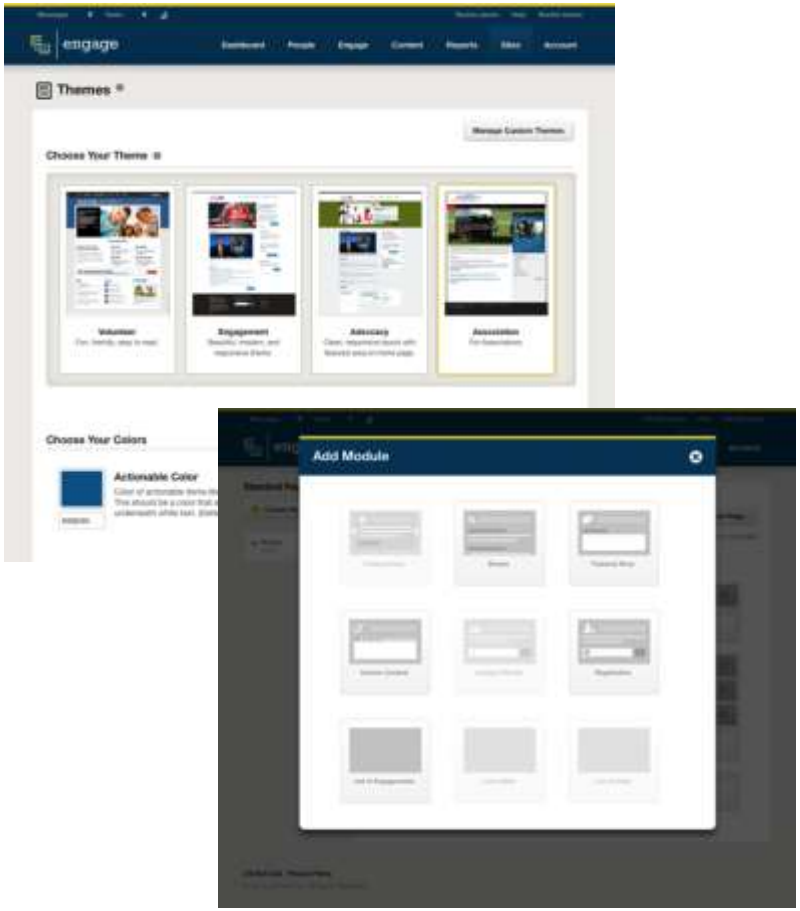
Offer news specific to your issue

- 4500+ fully licensed sources
- Align content with your messaging
- Authoritative content from CQ Roll Call
- Federal and State Bill and Vote content

Find your representative

- Look up federal, state and local.

Customize Advocacy Destination



- Directly integrate modules into your existing website using IFrames, plug-ins and API's, or link to a stand-alone Microsite.
- Customize the site with custom templates, fonts, colors, custom logo, custom header images.
- Add modules for greater engagements
- Add custom content , white papers , Video's, User-generated content.
- Integrate Social Media Tools

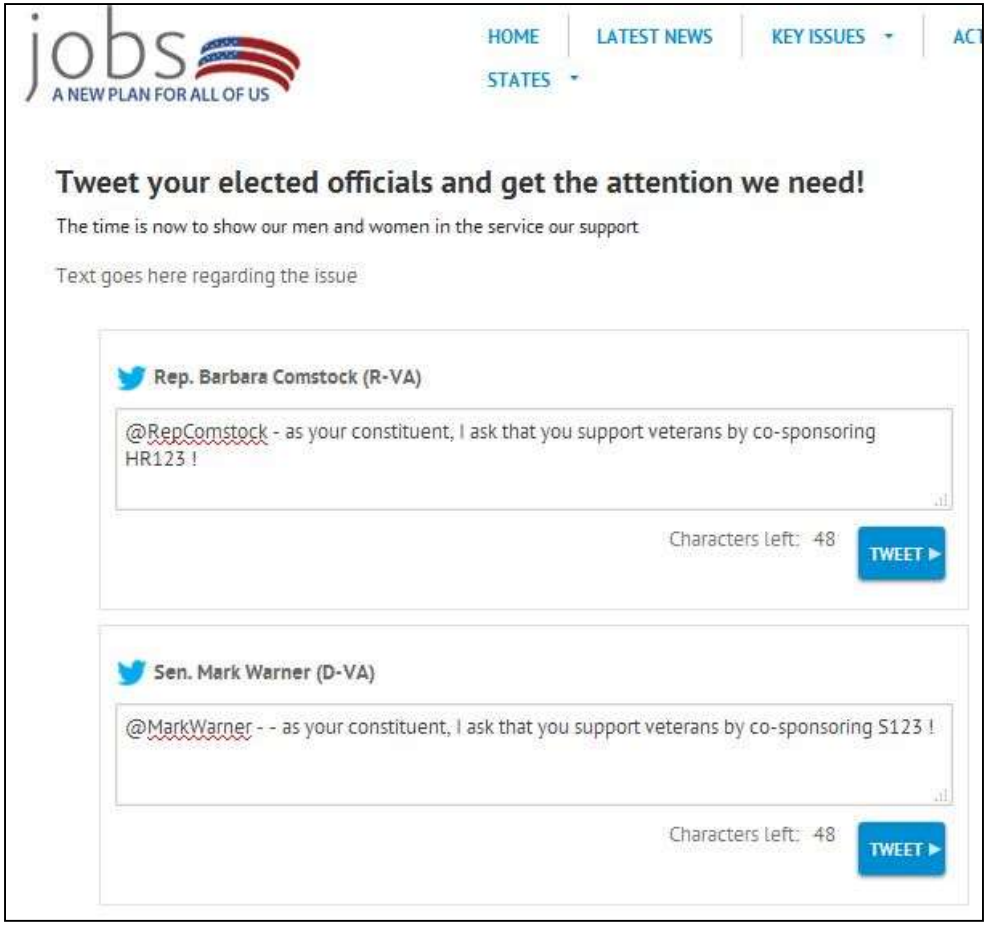
Issue Pages Create More Advocacy

- A recent study showed that potential advocates are 20% more likely to take action when you give them context about the issue.
- Use Engage's Issue Page templates and Engage's Custom News Feeds to give context to your action alerts.

Custom News Feeds Drive Web Traffic

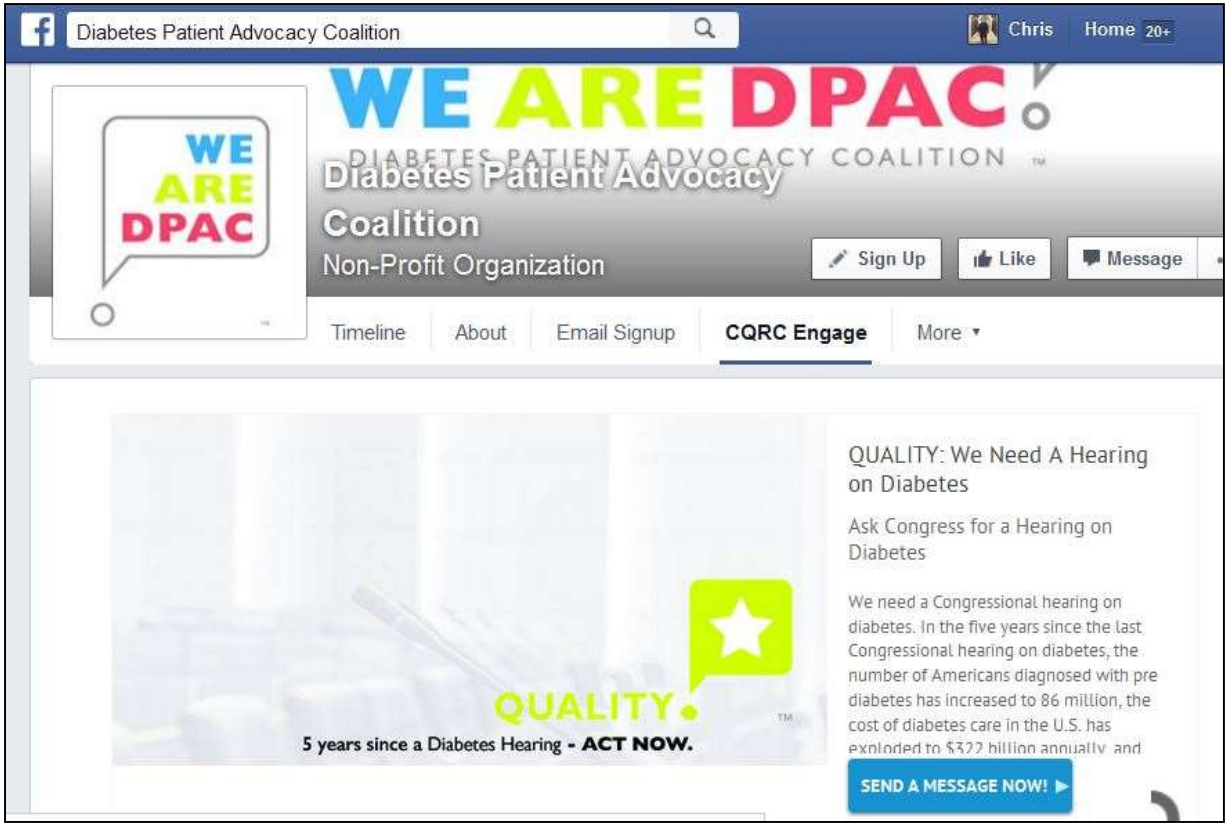
- Engage's Custom News Feeds pull articles into your website from over 4,000 newspapers and 2,000 blogs.
- These articles are filtered by YOUR issues to drive return web traffic to your site and to give people additional information about the issues you are trying to impact.

Enable Advocacy via Social Media



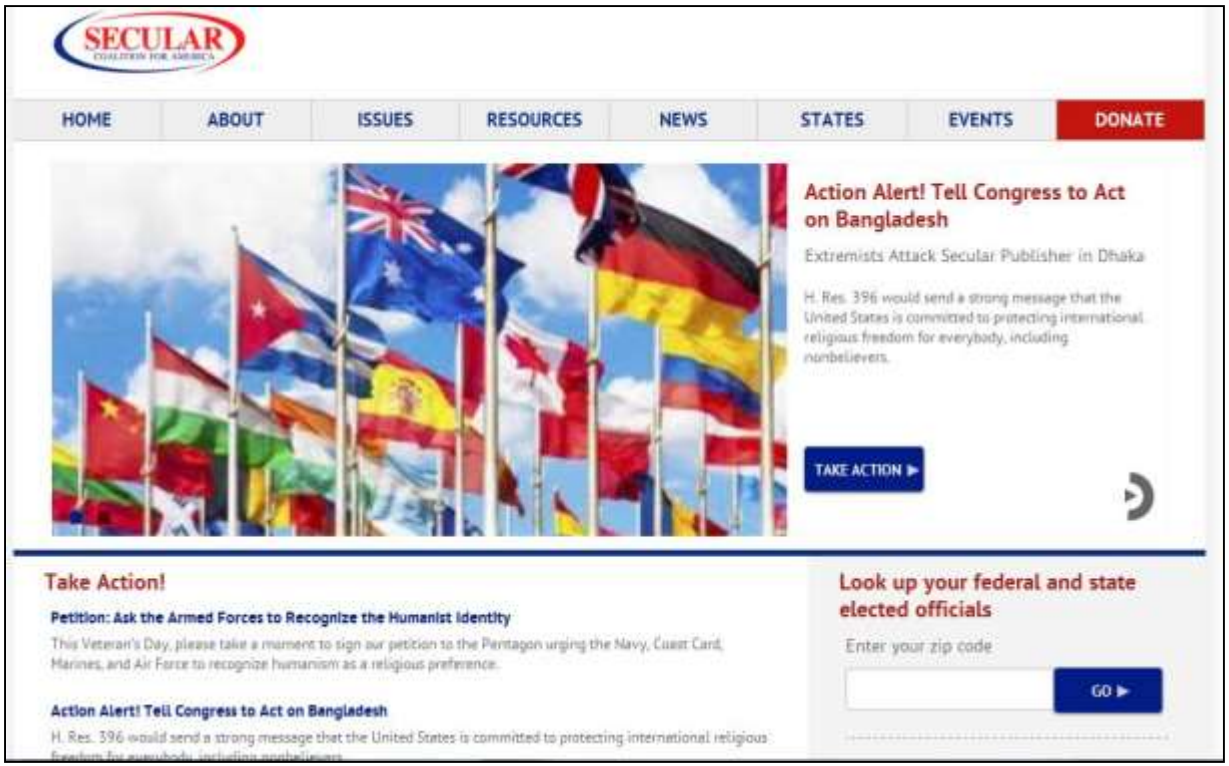
- Give potential advocates the ability to take action via social media engagements such as “Tweet Your Legislator”.
- Advocacy via social media is sometimes preferable for potential advocates (and can receive more immediate notice from legislators.)

Embed Advocacy into Facebook



- CQRC Engage's Facebook integration enables Facebook users to write their legislators, look up their elected officials, or register for newsletters / alerts without ever leaving Facebook.
- Increase conversion rate by keeping potential advocates on the Facebook platform.

Educate & Engage Your Members



*Engage provides **content modules** for your website including "Take Action" engagements, news feeds, bills, votes, elected official look-up & scorecarding, an elections page, video, registration, and more.

- **Website options include:**
- Stand-alone *microsite*
- *iFrame* into your website
- *Plug-ins* into your website

Advocate Acquisition Program

- Consider CQ Roll Call's **Advocate Acquisition Program** to recruit new advocates & donors or to build your list with guaranteed, timely results on a cost per action (CPA) basis.
- View the Case Study at: Connectivity.cqrollcall.com

Case Study

http://connectivity.cqrollcall.com

connectivity

Help for Associations, Nonprofits and Advocacy Professionals from CQ Roll Call

Advocacy in Action / Advocacy Tools

What Your Digital Advocacy Program Can Learn from Bernie Sanders and Ted Cruz

March 10, 2016 By Diana Manos

Every political presidential cycle brings us a new wave of technology that eventually trickles down to the ho

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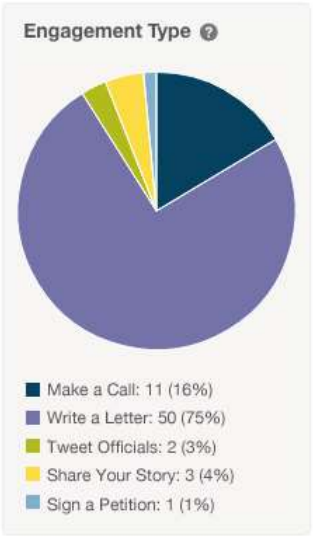
Top Resources

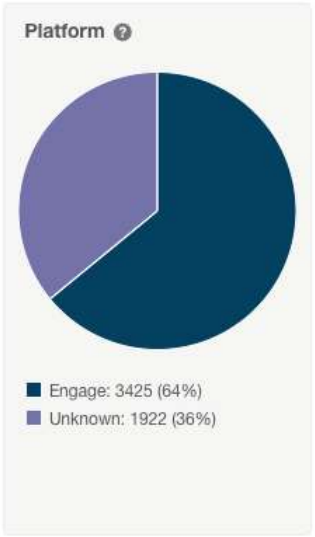
The 50 State Project

This report gives a synopsis of the Top 5 policy issues each state

Measure Success with Ease, view reports in Engage OR iMIS

- Monitor your campaigns for greater effectiveness both within Engage & within iMIS.
- Create customized reports showing Advocate, Campaign and Engagement data





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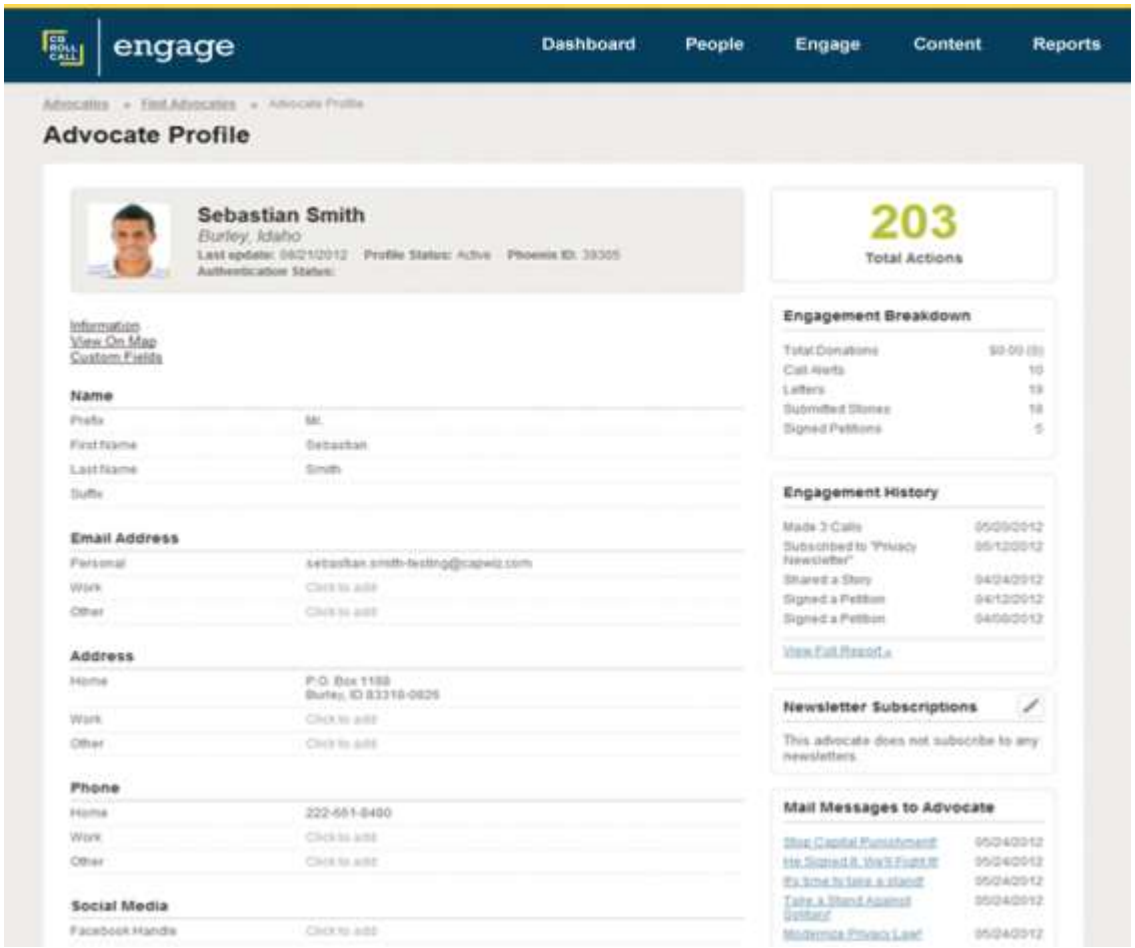
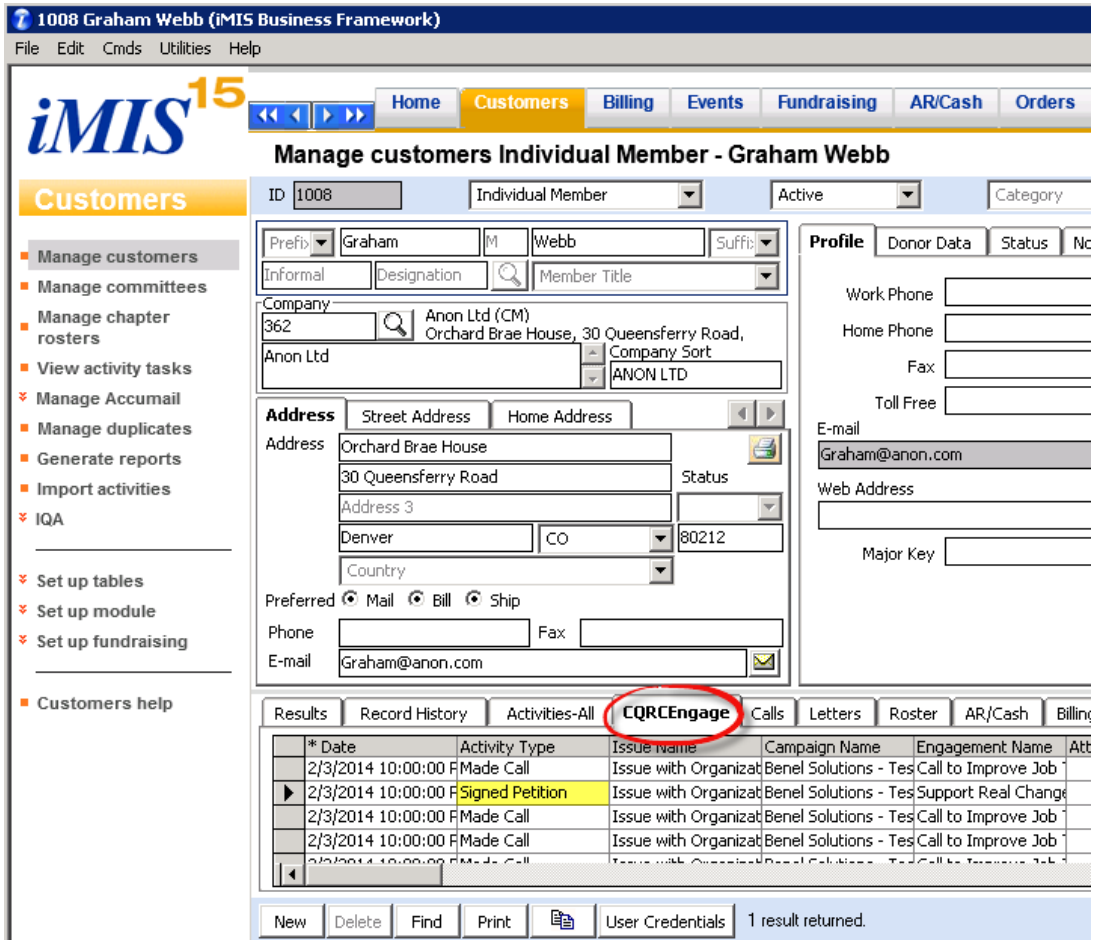
Advocate Profile within Engage (records synced with iMIS)



- Build and maintain Advocate Profiles.
- Automatic zip to district matching.
- Track all Engagements made by your advocates .
- Micro-target your supporters effectively.
- Directly integrate advocate data with your IMIS platform.

IMIS Integration (Contact Record shows Advocate Activity)



CQRC Engage's iMIS integration syncs contact records and advocate activity between Engage & iMIS.

- Eliminate duplicate entry and manual imports of contact information as data is automatically pulled from iMIS
- Centralize your view of your advocacy campaign
- Add value to your advocacy data by tracking member engagement activities in iMIS as members take action.
- Run reports to see what issue areas your members are engaging in and how often your members take action.

iMIS CQ Roll Call Bridge

- Works with all versions of iMIS from 10.x to 20.x
- Uses standard iMIS API's for reading and writing data from and to iMIS
- Installs as a Webservice on your server or at your hosting location
- Allows for creation of custom groups in iMIS for targeting campaigns
- Developed and supported by award winning AiSP, Association Technology Solutions

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For questions or to schedule a personalized demo & to receive discounted ATS / iMIS pricing, please contact the CQ Roll Call Partnership Team DIRECTLY:

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For iMIS Bridge questions contact: info@atsol.org

Questions & Answers

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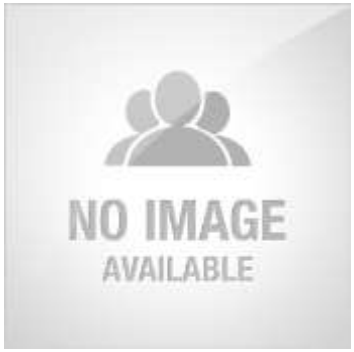

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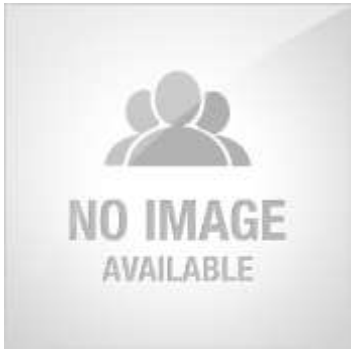
Question:

If we'd like to see a proposal and pricing, what would be the process?

Questions & Answers



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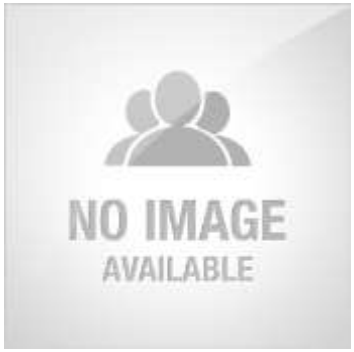
Question:

How long does it take to implement the solution from end-to-end?

Questions & Answers



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Question:

Can you anticipate any additional functionalities being built into the bridge?

More from ATS

Looking for more from the experts at ATS?

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including video recordings, and downloadable presentation slides