

"The Evolution of Voter Identification" - July 2010

Finding effective ways to identify and target voters can be tricky, not to mention expensive. It would be nice if everyone your campaign contacted was inclined to answer your brief questions so that you could end up with a focused, efficient voter contact list. As voters become overwhelmed with life's busy schedules, campaigns **must** become more flexible and creative in their outreach.

Fortunately, FLS has done just that! We have created a way to increase the response rates of a cut and dry, automated identification call. **Our Voter Variable system increases our clients' response rates by 10%.** We personalize the message to each voter, and capture their attention by including more than just their name in the call.

Last year, we led the phone efforts for a non-partisan statewide ballot issue. **We contacted voters around the state and used Voice Variable to ID them.** We not only mentioned the voter by name during the calling program, we also told them about the financial stake their specific county and local school system had in the campaign. When you offer localized information on the effects of an outcome, people pay attention and are inclined to answer your questions.

Voter participation allows you to save time and money because your efforts are focused on identified targets. We will work with you to make sure you are calling the right universe and asking the right questions using Voice Variable. More importantly, **we will also help you to filter those results into a meaningful contact database.**

Contact us today to begin reaching out to your audience in a way that makes them comfortable enough to give your campaign the time needed to collect ID data. Email KC Jones at KCJones@flsconnect.com or give her a call at (512) 689-5902 for more information on how to utilize and personalize Voice Variable to your campaign's advantage.

FLS Connect Partners
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Target Defined. Message Delivered.