

***What if you could mobilize your advocates online cost-effectively but still generate effective communications to Elected Officials? What if you could set up compelling action alerts and activate your advocates in a matter of minutes?***

Surveys from Congressional staff revealed that volume of messages as well as authenticity and personalization of messages are key for effective and impactful communications to Congress. Action Center 2.0 is a powerful tool that lets you perform such successful communications. Using Action Center 2.0, you can create, manage and monitor your advocate mobilizations online, thereby increasing the overall advocate participation in these communications.



### **Easy and quick mobilization**

With Action Center 2.0, as an administrator, you can set up and publish an action alert in a matter of minutes using its intuitive, ease to use screens. Take Action by an advocate is much more simpler and faster - all the advocate needs to do is to enter a personal message on just one web page and submit.

### **Multiply volume of messages to Congress**

To persuade your advocates and increase their participation, you can set up an action alert with press releases, videos, images and other issue-based information. You can also increase the volume of messages i) by providing your advocates various options to send messages i.e. via web form, email, phone and fax, and ii) by reminding your advocates by sending them blast emails with appropriate links to action alerts.

### **Send impactful messages to Congress**

To improve relevance and impact, you can tailor your action alerts and messages to elected officials based on their positions and preferences. In addition to that, in an action alert, you can set up different messages for different groups of elected officials (e.g. Senators, Congressmen). You can also provide your advocates various options of communication (email, phone etc.) to better convey their personal stories.

### **Taking message impact to the next level**

To further increase the impact of the messages, you can use Aristotle's unique feature 'Verified Voter' in an action alert such that each advocate while sending message to Congress is verified against Aristotle's voter and contribution databases, and relevant advocate information (e.g. Voter ID, Party) is added to the messages.

### **Empower your advocates**

You can identify your champion advocates and empower them to increase and improve participation and communications. Using Advocate Control Panel, a champion advocate can easily track his/her activities performed on behalf of your organization.

**Analyze results for efficacy**

Using reporting tools in Action Center 2.0, you can analyze results of your campaigns whenever you want. By leveraging these results, you can alter active campaigns or plan for improved future campaigns.