

# GROUNDCREW OVERVIEW

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## WHAT IS GROUNDCREW?

Groundcrew coordinates volunteers and communities in real time, combining Google maps and text messaging. You can see people at-a-glance on a map and coordinate their actions, address problems, create actions, ask questions, etc. Groundcrew is also a great way to make your key people happy by staying in touch and encouraging them via text message.

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## GROUNDCREW'S VALUE

- Strengthen relationship w. your volunteers
- Reach a younger demographic
- Develop leadership
- See who you can count on
- Solve problems from a central position
- Call in or direct hundreds or thousands at a time.
- lower costs and time spent training and coordinating

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## GROUNDCREW FEATURES

- jump quickly between cities where there are available agents
- within each city, see agents, landmarks, and physical resources for any squad
- agents can be given individual assignments or asked questions
- agents are color coded and sorted in bins based on status (ie available, ready, assigned, problem)
- quickly select and mass assign agents based on geographic area, status, group, or more
- landmarks can be added to the map manually or auto-imported
- action ideas submitted by agents can be viewed, added, deleted
- quickly navigate between in-progress operations, viewing updates and reports
- organizers can live chat with other organizers, and link to live operations

- see a scrolling display of background events in other cities or operations
- shows live reports of people accepting invitations, reporting from scenes, answering questions
- prepare real-time RSS feeds of media from an event or location

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## SELECTED USES

### **Volunteer Coordinators & Participatory Projects**

- make your key people happy by staying in touch and encouraging them via text message
- see people at-a-glance in real time on a map to coordinate actions, address problems, and create actions
- directly address the problem of lack of participants
- create projects that actually fit the community

### **Non-Traditional Media & Citizen Journalism**

- be in touch with people making news while on location in real time
- report in real time through pictures and text
- expand journalism to underserved areas

### **Live Events, Concerts, Festivals, and More**

- create an unprecedented collaborative event-going experience
- work with coordinated experience artists to add interactive depth to your concerts
- text messaging polls and background projections are already passé, be the first to make a new impact

### **Participatory Advertising**

- save 100s of thousands on mobile development projects by starting with our framework
- our per-assignment metrics measure engagement with your brand

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