

# GROUNDCREW FOR POLITICAL ORGANIZING

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## WHAT IS GROUNDCREW?

Groundcrew coordinates volunteers and communities in real time, combining Google maps and text messaging. You see people at-a-glance on a map and coordinate their actions, address problems, run events, ask and answer questions, etc. Groundcrew lets you accomplish more in the field, simplify logistics, and keep your supporters engaged by staying in touch and encouraging them via text message and mobile technology, and because Groundcrew works with other tools, like Salsa from Wired for Change, it's easy to start using it right away.

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## POLITICAL CAMPAIGNS KEY DEPLOYMENT AREAS

- Coordinate sign holding, canvassing, door-knocking, etc
- Encourage voter participation (including GOTV), participation in meetings and campaign events
- Engage people with discussion groups & house parties
- Coordinate phone banking days/events
- Gather ideas and concerns from people in the candidate's communities
- Support core staff with additional local volunteers

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## POLITICAL CAMPAIGNS KEY FEATURES

- See key organizers and volunteers on a map, and assign them in real time
- See polling places, sign-holding locations, and more, on the same map
- Organize rapidly around actual concerns and timely issues by asking questions and creating events
- Integrates with existing contact databases as well as other Salsa features, like peer-to-peer fundraising, distributed events, etc.
- Helps campaign volunteering go viral with Facebook, Twitter, and SMS
- Integrates with existing volunteer and constituency-tracking tools like Salsa, Twitter, VAN, and more, to make it easy to start.

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## THE GROUNDCREW ADVANTAGE

- Low cost way to expand versatility and capacity for organizing
- Easy to learn and implement
- Allows key volunteers and campaign coordinators to feel appreciated
- Streamlines support and problems through one interface
- Can eliminate the need for multiple other platforms, from maps and phone calls to spreadsheets and field office paperwork
- Can build community in locations where it's impossible to support a full field office
- Integrates with your existing software

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## SCALABLE PRICING

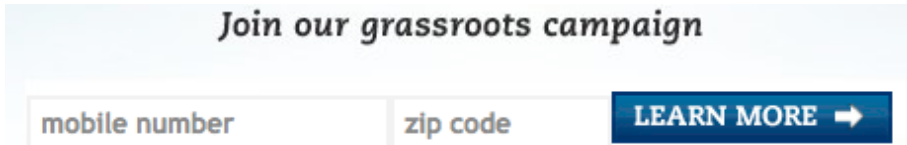
Your campaign will only pay for what you need to organize effective on-the-ground actions. Use of Groundcrew involves a monthly fee, a cost per text message sent, and a signup/integration fee.

<b>If you need to coordinate...</b>	<b>Your startup fees will be:</b>	<b>Your monthly service fee will be:</b>	<b>Your cost per text message is:</b>
<b>Up to 200 agents</b>	Fee waived	\$69	\$.06/text
<b>201-500 agents</b>	\$499	\$129	\$.06/text
<b>501-1000 agents</b>	\$499	\$229	\$.06/text
<b>1001-5000 agents</b>	\$499	\$449	\$.06/text
<b>Over 5000 agents</b>	Call us!	Call us!	Bulk rates available

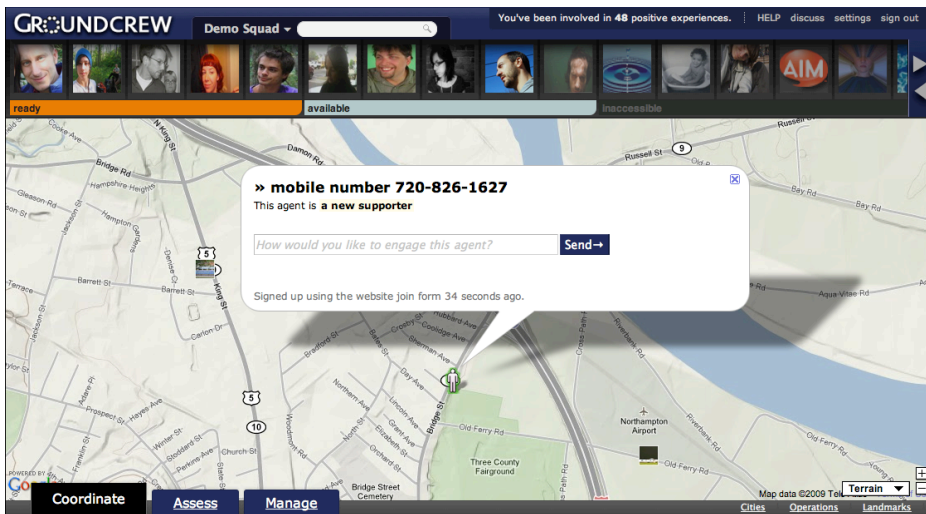
These rates are U.S. only and are for our basic offering. Call for information about advanced features like short codes, SMS keywords, photo streaming, custom geographic overlays, and permissions. There is no charge for messages transited via twitter, AIM, or gmail chat.

## EXAMPLE GROUNDCREW WORKFLOW

#1 A NEW SUPPORTER SIGNS UP USING A SALSA JOIN FORM



#2 THE FIELD ORGANIZER BECOMES AWARE OF THE NEW



SUPPORTER IMMEDIATELY

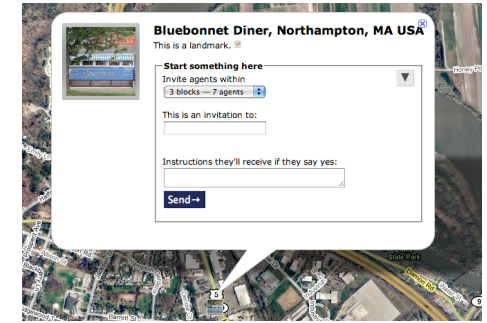
#3 CAMPAIGN STAFF CAN ADD SUPPORTERS AND VOLUNTEERS FROM SALSA DIRECTLY TO GROUNDCREW

**supporters** OVERVIEW

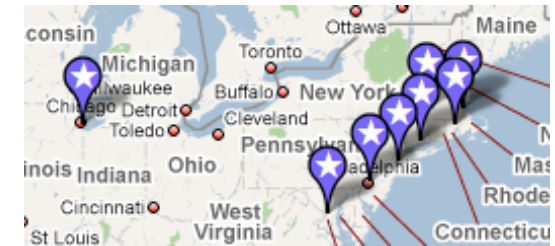


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#4 THE FIELD ORGANIZER USES ONLINE TOOLS TO CREATE IMMEDIATE, EFFICIENT OFFLINE COMMUNITY AND ACTION



#5 FIELD ORGANIZERS EASILY ADDRESS MULTIPLE CITIES



#6 THE SUPPORTER IS AVAILABLE REPEATEDLY TO THE CAMPAIGN BY SMS, TWITTER, AND FACEBOOK; THE SUPPORTER INVOLVES FRIENDS



**ashleyford** Just participated in the **#rittercampaign** via live coordination and outreach downtown about 4 hours ago from web

