WEBINAR SERIES

Transforming Your Advocacy Efforts with VoterVoice

Presented by:
Randy Richter
Association Technology Solutions

About ATS

- Serving iMIS community since 1995
- Full-service Authorized iMIS Solutions Provider (AiSP)
- Application development to extend the functionality of iMIS
- iMIS Bridge powered by ATS with integrations to over 150 vendor platforms
- Over 100 RiSE website designs and implementations
- iMIS EMS upgrade specialists supporting dozens of iMIS EMS clients wither starting out in EMS or migrating to EMS.

Presented by

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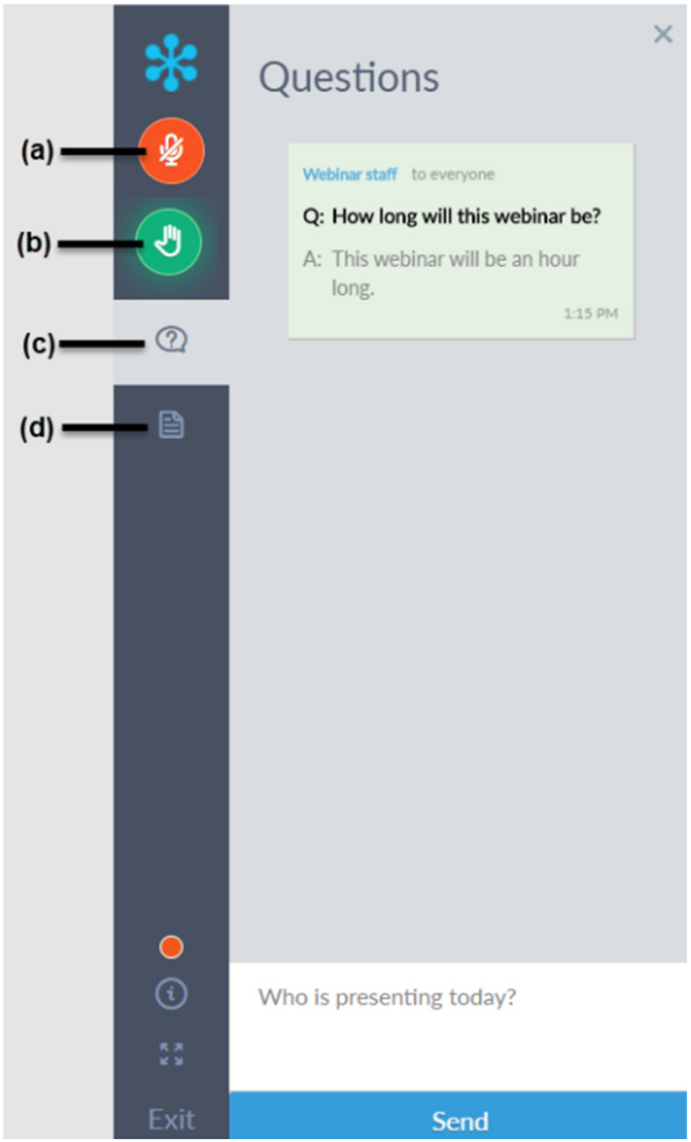
Using GoToWebinar



a) Attendees are muted to reduce background noise

b) Raise your hand to get the attention of the presenter/moderator

c) Download handouts
(not typically provided for ATS webinars)

d) Ask questions to be answered during Q&A after presentation is complete

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Advocacy Platform Features

- Targeted Email Campaigns
- SMS Text Messaging
- Social Media Integration
- Action Centers
- Personalized Advocacy
- Petitions and Surveys
- Event Promotion
- Analytics and reporting
- Multi-Channel Integration
- Accessibility and Automation

Advocacy Platforms in iMIS Bridge

- CQ Roll Call
- SoftEdge
- VoterVoice ← Newest Addition
- Votility

VoterVoice – Key Features

- Advocacy Campaign Tools – Email, Phone, Social Media
- Legislative Tracking – Bill tracking, custom alerts
- Personalized and Targeting – Customized messages, Geotargeting
- Engagement Insights – Analytics, Engagement metrics
- Event and Petition Management – Petition tools, Event Coordination
- Compliance and Security – Legal compliance

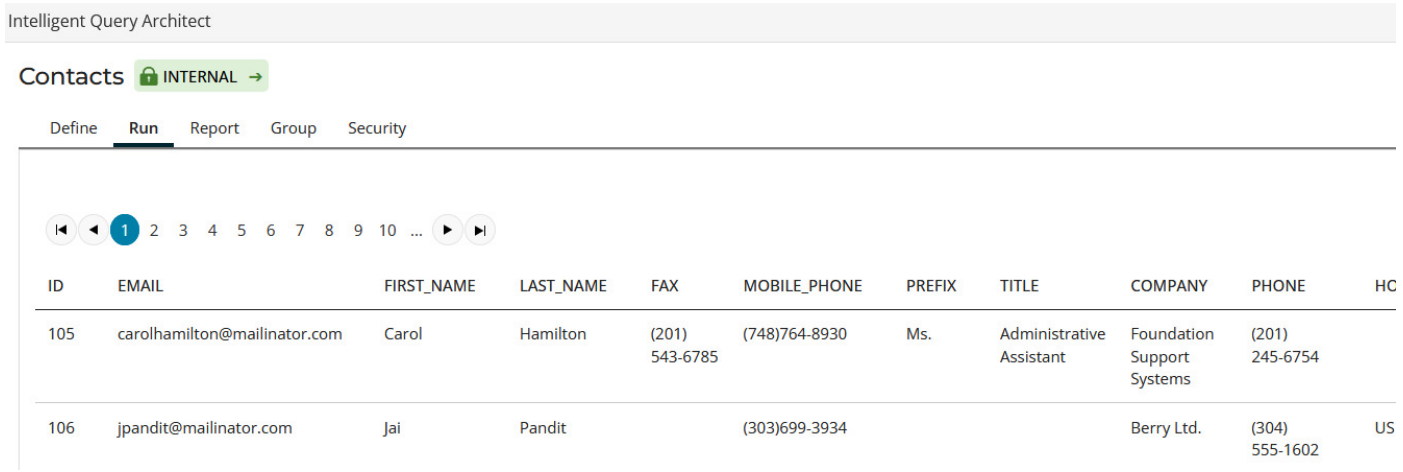
votervoice
PART OF FiscalNote

Integration with iMIS

- 2024 and earlier – enSYNC (great company) has an integration called VoterSYNC
  - Being discontinued in 2025 and clients are migrating to iMIS Bridge
- Late 2024 – ATS has integrated VoterVoice into the iMIS Bridge Platform
- ATS is working closely with VoterVoice to maximize all integration components
- Goal is to maintain key features and add additional features

Components – Move contacts from iMIS to VoterVoice

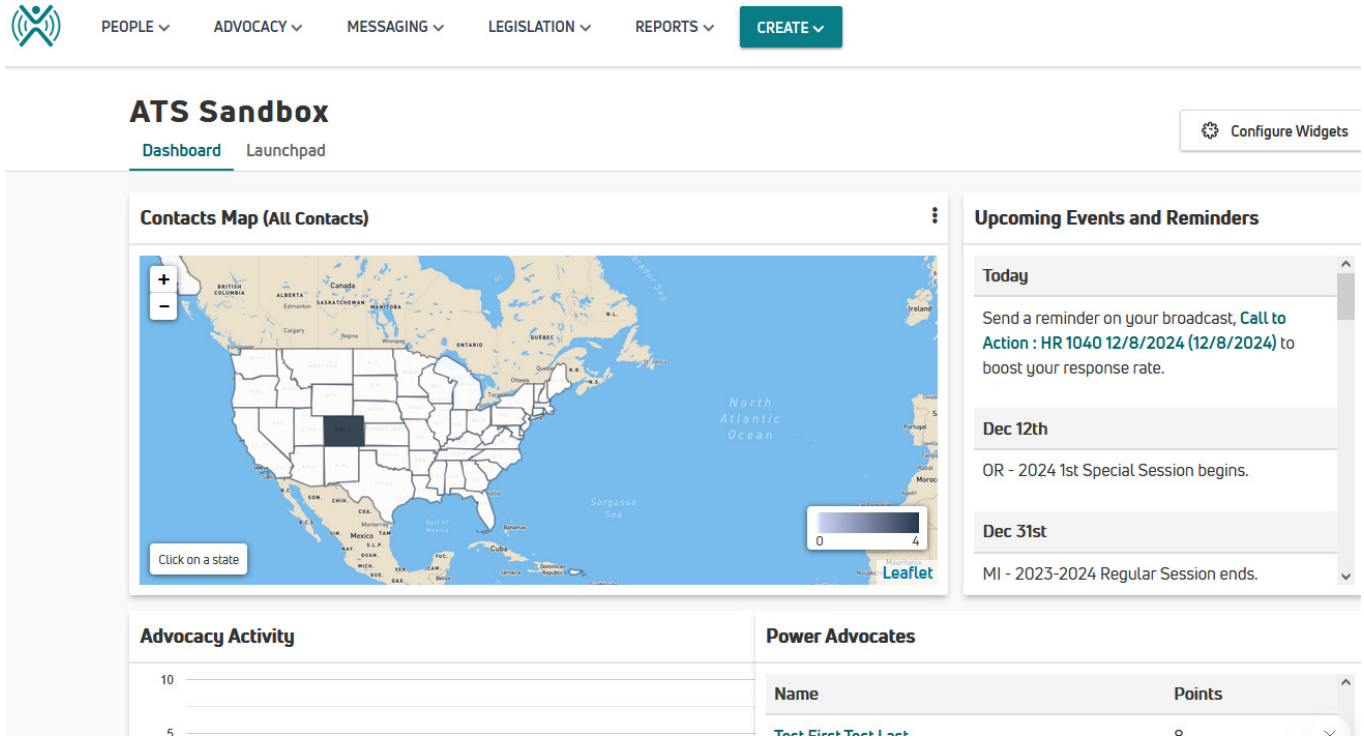
- Transfer contacts from iMIS to VoterVoice using an IQA
- Standard fields (e.g., ID, Email, First Name, Last Name, Email, address, etc.)
- Home and work addresses, Custom Fields
- Deduplication of contacts for clients with existing VoterVoice installations
- Sync runs on a scheduled basis (e.g., daily) and can be run on demand



ID	EMAIL	FIRST_NAME	LAST_NAME	FAX	MOBILE_PHONE	PREFIX	TITLE	COMPANY	PHONE	HC
105	carolhamilton@mailinator.com	Carol	Hamilton	(201) 543-6785	(748)764-8930	Ms.	Administrative Assistant	Foundation Support Systems	(201) 245-6754	
106	jpandit@mailinator.com	Jai	Pandit		(303)699-3934			Berry Ltd.	(304) 555-1602	US

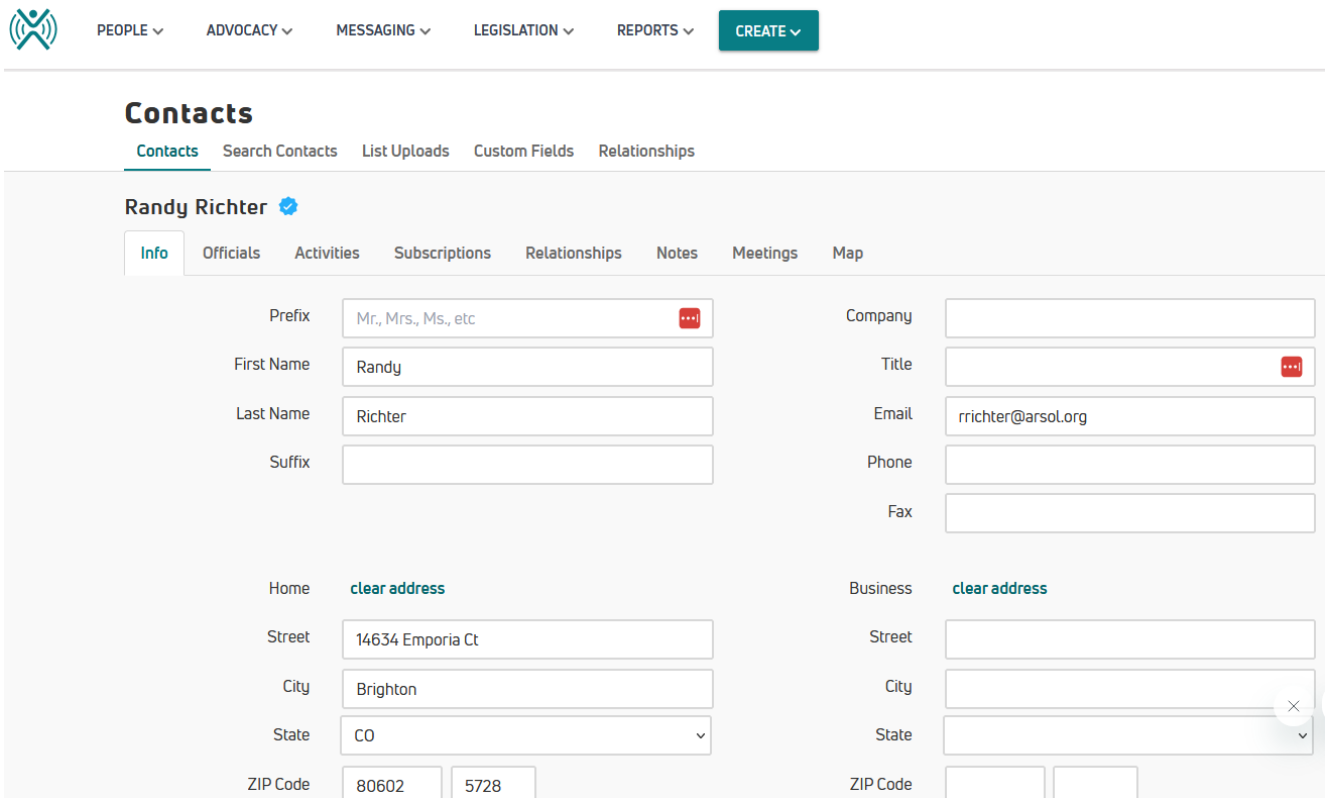
Voter Voice - Contacts

- Displays contacts on a map
- Reports on activities



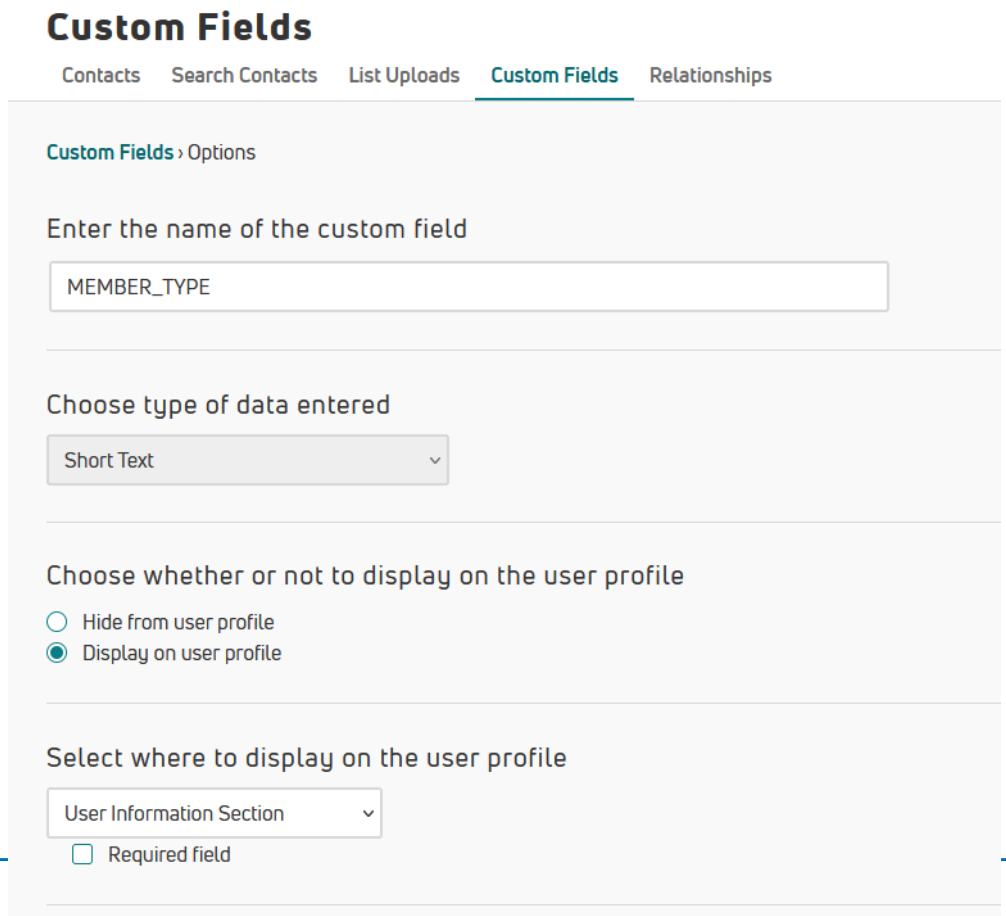
Voter Voice - Contacts

- Contact Data



Voter Voice – Custom Fields

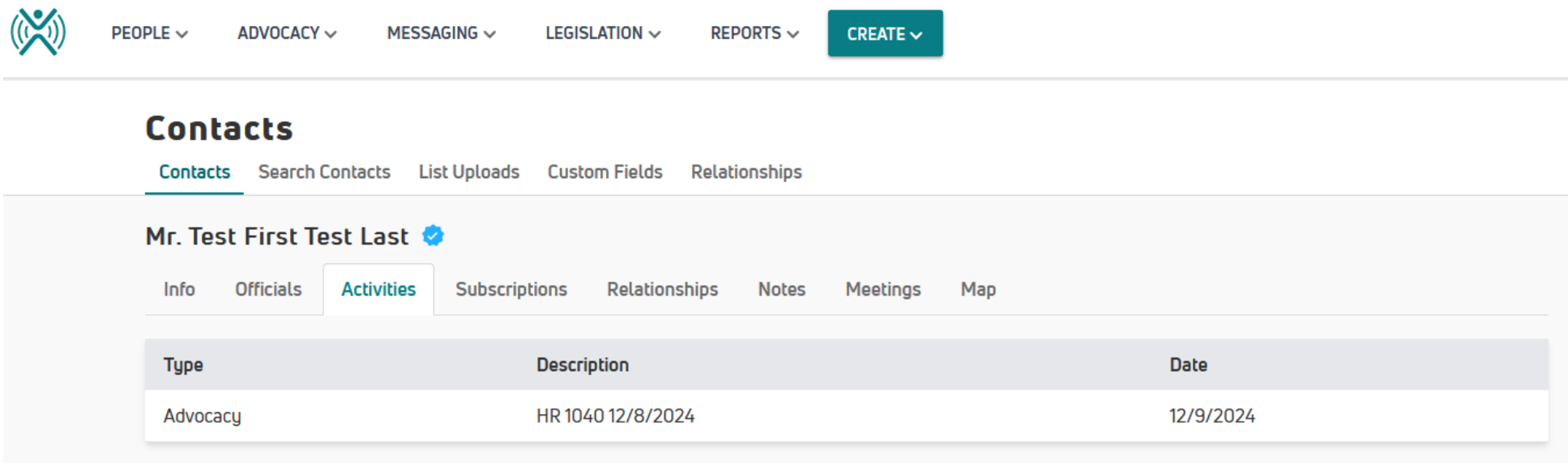
- ☑ Contact Data



Components – Track Activities

- When an advocate performs an action, that action is recorded as an activity in iMIS
  - Sign petition
  - Contact Congressman
  - Attend an event
- Activity records can then be used for engagement tracking in IMIS

Voter Voice - Activities



Voter Voice – Activities in iMIS

- Activity Record in iMIS
  - Date of Activity
  - Campaign ID
  - Type of message (e.g., Email)
  - Subject Line
  - Recipient name
  - Recipient office

VoterVoice – New Contacts

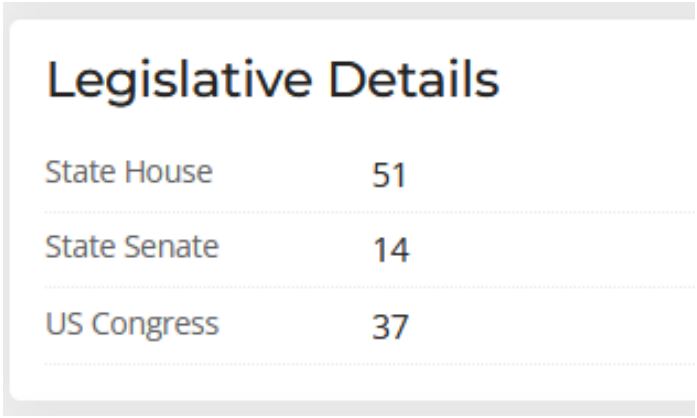
- Optionally create new contact records in iMIS for people who have taken action in VoterVoice but are not in iMIS
  - Deduplicate based on email address
  - Add activity (actions) to the new record in iMIS
  - New contacts will have source code of VoterVoice

VoterVoice – SSO

- Optionally turn on SSO which has two options
  - Convenience – VoterVoice will remain open to the public. But if the user accesses VoterVoice via a link from an iMIS site, VoterVoice will know who the person is. Advocates who do not go through the link can still interact with VoterVoice modules.
  - Security – This setting means that the person MUST be authenticated in iMIS first and cannot simply navigate to a VoterVoice campaign. This will limit advocates who access VoterVoice to only those who have be authenticated in iMIS.

VoterVoice – Updating iMIS US and State Districts

- Optionally allow the integration to update US and State districts
- Addresses are sent to VoterVoice via an IQA.
- Districts are updated in iMIS.
- iMIS EMS will update US Districts when address is created or changed but not State Districts
- Data can be used in iMIS to segment and communicate with contacts



VoterVoice – Future Integration

- Write back of office holders (e.g., representative names)
- Validation of addresses in iMIS

Summary

- It is expected that advocacy efforts will increase with the new administration in 2025
- Connecting your members to the right individuals in Congress will continue to be important as new legislation is introduced
- The VoterVoice module of iMIS bridge will enable new levels of involvement of your members on key issues
- Actions taken by members can be an important component of iMIS Engagement Scoring helping you identify the most engaged members and finding champions within your community

Additional Information about iMIS Bridge

- Modules have pages that discuss how they work
- Some have videos and webinars describing the use
- Supported use cases are listed on the website
- Contact us for additional use cases or questions

- https://www.atsol.org/imisbridge
- sales@atsol.org

iMIS Bridge
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www.atsol.org -> products -> iMIS Bridge

Questions & Answers

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