



The Worlds #1 CAMPAIGN SOFTWARE
with a **98%** Success Rate!

So, you are looking for the **Best Political Campaign Management** tool that offers solutions for Targeted Email, Fundraising, GOTV, Grass Roots Coordinating, FEC & State Reporting, Direct Mail, Polling and most importantly, software that helps you **create loyal voters.**

Since 1980, VoteTech is your Answer !



Helping You
WIN
Campaigns
Since 1980

VoteTech requires...



NO SPECIAL HARDWARE!



VoteTech - 1st to use Bar Codes

We Spoil
You With
Great
Service



- ✓ Your Transition Is Made Easy
- ✓ Integrated With Your Website
- ✓ We Care That You Win !

After your win we have...



MONARCH
CONSTITUENT SERVICES



Why, since 1980, 98% of our clients win their elections...

Others claim to be the biggest, largest, most sales, #1, do you really care about size?

What counts is giving you the tools to win - in our opinion...

In the past we would hear from you saying "you are still on my wish list" or we want you but can't afford you. We listened to this for years. **Now you can get a full fledged version of VoteTech at a fraction of the price with our new subscription based internet version.** You don't have to purchase a software license and **you don't have to worry about purchasing a server, hardware maintenance repairs, switching back up tapes, creating logins, etc.** Instead, we take over as the technical team for the campaign and provide you with **the most successful campaign software in the world.** But that is not all. VoteTech would not be this successful without the ability to teach you how to use it to win your campaign. **VoteTech is not off the shelf software,** where you have to learn to use it on your own or have the knowledge to format and upload a database. **You will receive training on how to use the program, and techniques on how to use VoteTech to get more votes.**

VoteTech was designed by professionals for professionals.

We want to increase our success rate to a 100% win rate. To do so, **we take a serious interest in your campaign** assuring that you will use VoteTech to its fullest, **maximizing your chances of a successful election. When you win, we win!**

You have heard the saying "**SUCCESS BREEDS SUCCESS**", right? Don't you want to associate yourself with a successful company?

The Heart and Soul of the Campaign – YOUR DATABASE

Wouldn't you agree that **it is extremely critical to have the most current voters at your finger tips**. Our clients have found that voters who just registered to vote are those that are most likely to vote in the next election. Knowing that, **we have clients who will get a database update 3 or 4 times prior to an election**.

VoteTech's ability to perform a **"Proper"** database update is one of the key reasons **our clients can find those extra 100 to 5000 loyal voters needed to win their election**. The odd thing is that **we are the only vendor in the world that does database updates correctly**. With over 6000 man-hours of programming, **our database update process has truly put us in a league of our own** and should be **your main reason for selecting VoteTech for your campaign**.

The other reason **we are known as the "Database Experts"** is because of the precision and care we put into the creation of your initial database. Not only do **we deal with the hassle of obtaining the list of voters from each of your county registrars, but we clean up misspellings, identify duplicate records, certify it for bulk rate discounts** and most importantly **we use our proprietary householding program that will save you from 10% to 15% in postage and printing costs** because we find fewer households than any other database vendor in the world.

We literally take responsibility for your entire database, including installation, freeing you up for the more creative aspects of the campaign.

Raise Money The Right Way!

In 1983, when a prominent fund raiser came to us and asked to modernize her fundraising process, we jumped at the opportunity. Her first event, **using VoteTech's fundraising software, raised over \$1,000,000**. If you want to bring some organization to your campaign and use what professional fundraisers use,

You need to get VoteTech.

Looking for new donors? Now **with a database of loyal voters at your fingertips**, let us show you how to do a small donor program, that can be very **successful** not only raising money but for **getting valuable votes**.

Want to call your high donors and see a **print out of all their past contributions** and what events they attended?

VoteTech can do that.

Want to **send out a customized thank you letter** with the amount of the contribution in the letter?

VoteTech can do that.

Want to **electronically file your FEC or State reports?** (depending on the state)

VoteTech's fundraising software can do that.

Want to **track the type of contributors, amounts pledged, paid and due?**

Then VoteTech is for you.

Get Your Message Out – NOW!

You just finished walking precincts using your **barcoded worksheets** printed from VoteTech. Now you want to **send out thank you letters** to everyone you just contacted. Using a **bar code reader you can very quickly tag your voters** with indicators like “wants a yard sign,” “wants to volunteer afternoons,” “needs more information” and “not home”. Now, with this valuable information in the database, you can use **VoteTech’s paragraph swap capability** to individualize a personal Thank You letter that may start with paragraphs that say something like: Thank you for requesting a yard sign, coming to next week’s town meeting, making a contribution of \$1000.00 and P.S. I see you are having a birthday this week; I just wanted to say “Happy Birthday”. **Your letters can be in the mail the following day, helping to create a very loyal voter base for your campaign.**

With **5 additional ways to get out your letters or email**, rest assured that when using VoteTech, you will be able to **get your mail or email out on time**, and still **save up to 50% on correspondence handling time**. Also, with a special interface with your website, **VoteTech can screen all your incoming email** for different issues or topics and then **automatically send a customized reply email** and attach the email to the correct voter in your database. **When members of Congress use this feature with their Monarch CMS Software, this automates about 70% of their incoming email.**

Get Ready to Be Spoiled with Service and Experience

VoteTech’s **98% success rate** is especially important to us. **We take serious interest in every client and their campaigns. When you win, we win!**

VoteTech is a family business - we treat you as if you are part of our family. Not only do you get a **live person on our support help lines** (no operator or voice mail) but, we can give you an **individualized training right on your own PC**.

Unlimited support is included in the price!

VoteTech has been around since 1980, we know that you want a campaign to run as **stress-free** as possible. That is why everyone that answers our support help line knows to **answer your questions** as quickly as possible. Also, since **we don’t use any 3rd party database software** we can quickly make enhancements to VoteTech if you see a need for improvements.

VoteTech’s four basic screens are easy to learn. Teaching you how to use those screens to win your election is where we shine. **You are not buying an off-the-shelf software program** when you buy VoteTech. Instead, **we will teach you winning techniques that VoteTech clients have been using for over 28 years**.

Using VoteTech with your campaign is like hiring a complete technical support team. One that has a vested interest in the success of your campaign...



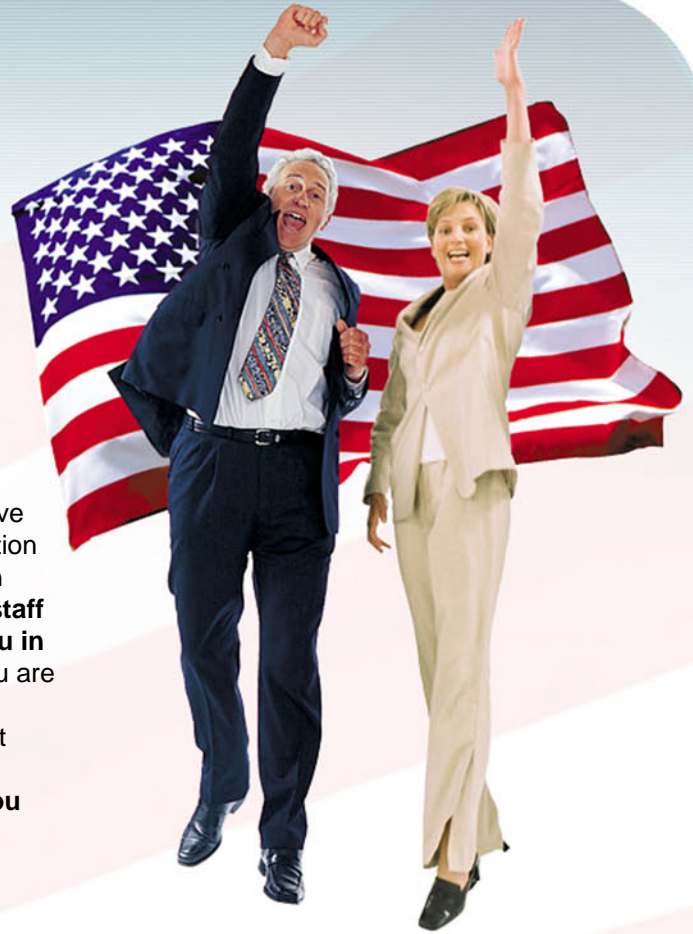
You Won The Election! Now What?

Continue to win with your constituency when you automate your legislative office with our **Monarch Constituent Services** software.

www.GoMonarch.com

Your voters just elected you because they believe you will make a difference. Show your appreciation by helping them with their issues. **Our Monarch Constituent Loyalty software will help your staff automate your legislative office and keep you in touch with your constituents.** Let's face it, you are in the advertising business.

You need to get your name out to voters at least seven times before they will remember you on Election Day. **Using Monarch we can show you techniques to help your constituents (automated casework) and the best ways to communicate with them (automated letter/email generating).**



One of the most valuable benefits of using Monarch is that after winning with VoteTech, **your staff's transition to the legislative side will be effortless.... All of Monarch's screens are already included in VoteTech, so new training is totally unnecessary.** No other software vendor makes it this easy for you and your staff to go from the campaign side to the legislative side.

And, Monarch is just as proven as VoteTech. **Since 1983, Monarch has successfully served the entire California State Assembly, Members of Congress and many other State, City and County officials.**

Don't wait until the last minute. Find out more about Monarch's proven constituent management software so that **you'll be ready to continuously and seamlessly manage your constituents** from the campaign to the legislative level.

Make us your one-stop shop for all your campaign and legislative needs.

Visit: **www.GoMonarch.com**

Your Savings Using VoteTech

Example of your savings using VoteTech for a district with 250,000 Voters

Number of Voters in your district or state	250,000
Approx. number of Households from a List Broker	167,500
Est. Savings using VoteTech in your first election	\$51,182

Costs you pay for using a List Broker and Direct Mail House:

	Aver. Cost per HH	Primary	General
Walk Sheets with Bar Codes	20.10	\$2,020	\$3,367
Telephone Sheets	18.43	\$1,852	\$3,087
GOTV	18.43	\$1,852	\$3,087
1 Set Adhesive Labels	17.60	\$1,769	\$2,948
1 Mailing (letter & envelope)	171.33	\$17,219	\$28,698
		\$24,712	\$41,187
Delivery/Shipping Cost (low estimate)		\$198	\$329
Sales Tax (6%)		\$1,033	\$1,722
Total		\$25,943	\$43,238
		Grand Total	\$69,181
		Cost Per Voter	\$0.28

Someone once described VoteTech as the mammal and the List Brokers / Mail Houses as the dinosaur. Technology advance have a way of doing that.

The concept of **having access to your own current database** 24 hours a day, in the **privacy of your own campaign headquarters**, is truly the only way to run a successful political campaign. Not only will you have **the power to do what you want** but also when you want. And, as you can see above, using VoteTech instead of outside List/Mail vendors will also **save a significant amount of money**. Money that can be used for more mailings and advertising.

Plus, with VoteTech you have the ability to **do your own statistically valid Polling** and your **financial reports** for the FEC and many States. **This will easily save you an additional ten thousand dollars or more.**

Do your research. Go out and demo our competitors. You will see that most of us do and have very similar features. But when you compare the benefits, no one has the success rate VoteTech has. **No one can create a database like VoteTech. No one can make sure you don't lose any data after a database update like VoteTech can. No one has been developing winning campaign software since 1980.**

And no one cares that you win like we do...

* The cost used to compile the list broker and direct mail house fees were obtained April 2008 by taking the average of three different large vendors. Your cost may vary.

Cost of using VoteTech instead of outside vendors:

VoteTech Online Subscription for one year (single user)	\$3,564
Initial database with voter history and phones added	\$5,500
Database update for the General Election	\$1,250
High Speed Printer with extra tray and envelope feeder	\$2,250
Consumables (paper, toner)	\$5,000
Sales Tax (6%)	\$435
Grand Total	\$17,999
First election cycle using VoteTech	Cost Per Voter \$0.07
Every election cycle thereafter	Cost Per Voter \$0.04

Secondary Savings using VoteTech instead of outside vendors:

You save the cost of your consultant's fee - usually an additional 15% of the vendor's total cost including shipping and sales tax!	\$10,377
VoteTech's proprietary Householding Program finds fewer Households - saving you an average 5% of your printing and postage cost for every mailing.	\$5,000
VoteTech allows you to select the Last Registered Household members and helps identify possible Duplicate Voters saving you at least 5% on every mailing	\$3,459
VoteTech's ability to allow you to delete/suspend records that were found to be undeliverable by the postal service saving you at least 5% on every mailing	\$3,459
Total Secondary Savings of using VoteTech instead of outside vendors	\$22,295
Total Est. Savings using VoteTech in your first election	\$73,477

VoteTech was created by a campaign manager for someone like you...

In 1980, Mike Shulem was asked to run a very high profile California campaign.

Back then, you didn't have a choice but to pay outside vendors to determine your target voters, to get out your mail, to poll your voters, solicit and keep track of contributors. Try to get these vendors to help you a week before the election was impossible. Or even ask them to remove the duplicate, moved or deceased voters from your list were considered a joke since they got paid based on quantity not quality.

Mike envisioned a better way. From the get-go Mike wanted to be able to find the most important voters and communicate to them in a very personal way. That and be able to do it as frequently as possible in the secrecy and privacy of his own campaign. One other very important problem that he wanted to solve was to not have to worry about reinventing the wheel every time he wanted a new list of voters during and after the election.

The solution was VoteTech. VoteTech campaign software brings all aspects of running a campaign in-house, so you can have control over the quality of our communication with your voters, now and in the future.

When you sign up as a VoteTech client, ***we contact your county registrars and get their current list of voters.*** Unlike our competitors, we don't maintain lists of state wide files that are potentially 2 years old.

Not only do we deal with obtaining the most current data from your registrars, but we clean up the files for misspelling, carrier route the database, identify duplicate records and also have a proprietary householding program that looks at seven different criteria in each individual record to see if Mary Jones and Bill Smith reside in the same household. ***These features will easily save you from 10 to 15 % on your postage and printing cost.*** (See Why VoteTech section.)

Part of ***the reason why VoteTech has a 98% success rate is that we wont sell to your opponent.*** But this also means that if your opponent already has VoteTech, you are going to have to wait until you move up to the next level of government before being able to capitalize on the benefits of VoteTech.

Start your Winning Campaign Today !

Call 1-88-VoteTech

(1-888-683-8324)

E-Mail: uWillWin@VoteTech.com

There are many reasons why ***you need VoteTech*** but there should only be one reason why ***you want VoteTech***:

You are serious about Winning !

We would like the opportunity to show you why ***VoteTech is the world's leading campaign management software and why our clients win 98% of their races.***

****Campaign Consultants****
It definitely pays to be using VoteTech. We'd be happy to explain this to you...

See an online demo on your own computer. Call or email us right now to set up a time to see VoteTech and to discuss how ***we can help you win your next Campaign.***



Success leaves clues... Your clue is 

 has a... 98% Success Rate