



Client Case Studies

2009-2010 Election Cycle

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Introduction

The 2009-2010 election cycle brought a wave of new technologies to the political world. Mission Control, the premiere software suite in the political space, released a number of new features and solutions during that time.

One of Mission Control's most prominent new offerings was its Volunteer Control solution, which allows organizations to establish a comprehensive Social Action Center. The now renowned MyBarackObama platform enabled the Obama team to build a uniquely innovative volunteer infrastructure that was almost entirely organized online. Volunteer Control takes this to the next level by empowering politicians, candidates, and organizations of any size to build an online army of volunteers who can participate simply by logging in to a website.

Many of Mission Control's existing solutions were also heavily used during the 2009-2010 cycle. Its phone-from-home solution, Phone Control, allowed volunteers to make calls for dozens of candidates around the country from the comfort of their own homes. The Voter Control platform served as the centralized hub for storing and managing data for millions of voters.

Overall, Mission Control was used to deliver critical victories across the United States, and also played a key role in many other competitive races. The following case study documents key metrics, customer and market research, and examples of how Mission Control clients used the software to achieve unprecedented results.

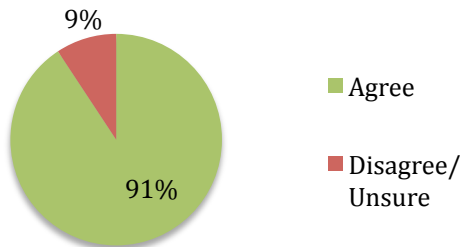
Key Metrics

- **Voters uploaded and managed:** 100,000,000
- **Calls from home made by online volunteers:** 1,000,000
- **Online volunteers signing up to participate in campaigns:** 85,000
 - **Offline events hosted:** 5,500
 - **Letters written to the editor:** 11,000
 - **Items ordered, such as bumper stickers and yard signs:** 8,000
 - **Friends recruited to become new online volunteers:** 6,500
- **E-mail newsletters sent:** 400 newsletters sent to 1.1 million recipients
- **Estimated time volunteered through Mission Control:** 10,000 hours

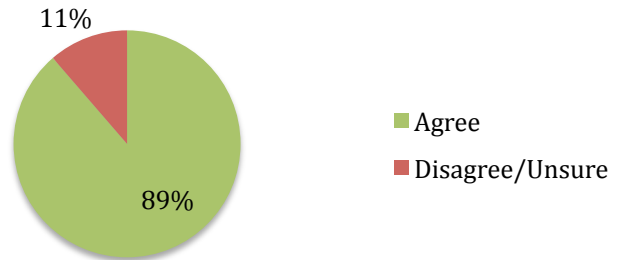
Client Feedback

In December 2010, we conducted a survey of our 2009-2010 clients. The results show that clients found Mission Control to be critically useful in their efforts:

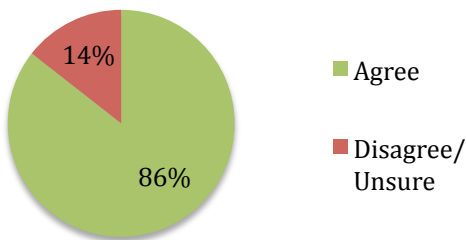
I would like to use Mission Control again in the future.



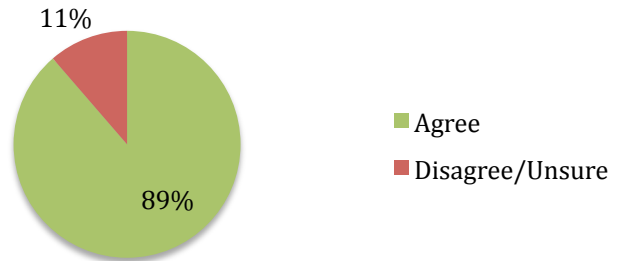
Mission Control allowed us to do things that we otherwise couldn't have accomplished.



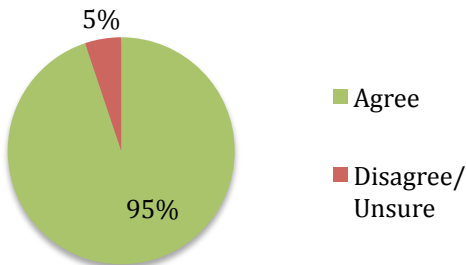
Mission Control saved us time and/or money.



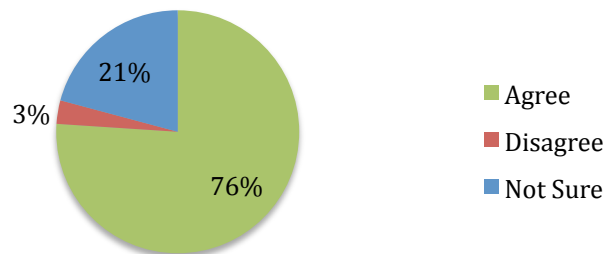
Mission Control gave us an advantage over our opponents.



I would recommend Mission Control to others.



Mission Control is a better product than its competitors.

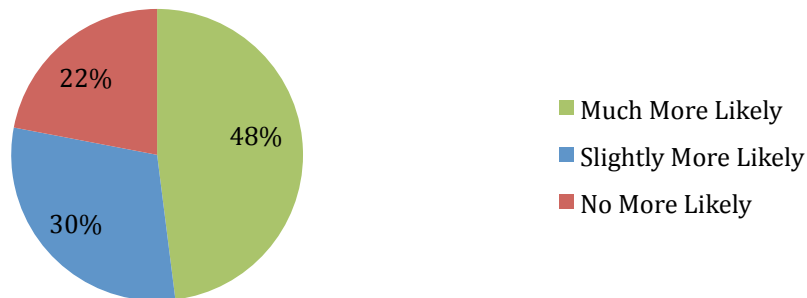


Market Research

We also surveyed 400 random people regarding their willingness to volunteer for a political campaign in various ways. Of the sampled population, 67% of respondents had never volunteered for a political cause; 33% had volunteered for one or more causes. The results clearly indicate that regardless of a person's volunteer history, he or she would be much more likely to volunteer for a political cause if it could be done online:

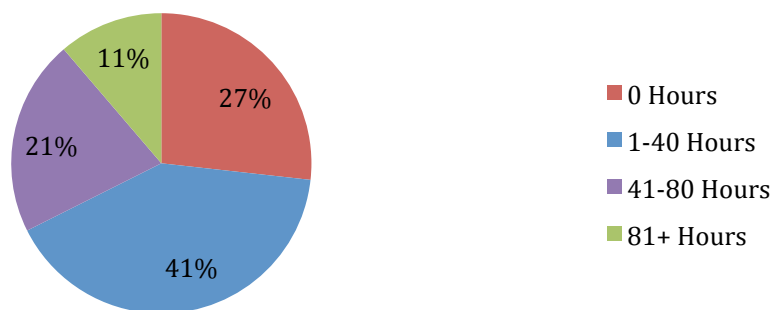
How much more likely would you be to make phone calls for a political cause if you could do it from home using the Internet and your home or cell phone?

(Respondents who have never volunteered politically)



Over the course of a year, how much more time would you spend volunteering for a political time home using the Internet and your home or cell phone?

(All respondents)



Case Study 1: Charlie Baker for Governor

Charlie Baker ran for governor in the state of Massachusetts, targeting the state's 4.1 million registered voters.

A Republican candidate running in one of the most Democratic states in the country, the Baker campaign faced an enormously difficult uphill battle.

“Our campaign successfully used [Mission Control] to build a core of volunteers that made tens of thousands of calls from home to build out our Voter ID efforts. [It] allowed our campaign to build one of the most effective networks of volunteers in any 2010 race.”

- Scott Leistiko, New Media Staffer

Though Charlie ultimately was unable to achieve victory, he lost by only 7 points, 49% to 42%, in a state where Democrats comprise 37% of the electorate and Republicans comprise only 12% of the electorate.

Key Metrics

- **Calls from home made by online volunteers:** 80,000
- **Online volunteers signing up to participate:** 3,000
 - **Offline events hosted:** 500
 - **Items ordered, such as bumper stickers and yard signs:** 2,500
- **Estimated time volunteered through Mission Control:** 1,000 hours

Problem and Solutions

The Baker campaign was looking to offer an all-inclusive Action Center where supporters could digitally volunteer. Rather than taking on the arduous and expensive task of trying to build its own solution, the Baker campaign used a highly



The Team Baker Action Center engaged volunteers at an unprecedented level.



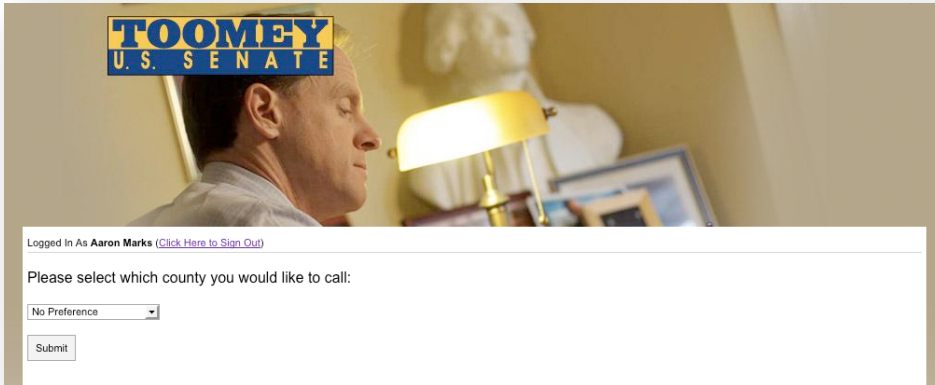
customized implementation of Mission Control's Volunteer Control platform, which became known as the Team Baker Action Center.

The Team Baker Action Center was used to manage all of the campaign's volunteer efforts, both online and offline. Supporters who wanted to come into the office to volunteer were able to simply click buttons to "Volunteer at Headquarters" or "Volunteer at a Regional Office." When a volunteer clicked those buttons, they were added to a special group, and Baker staffers used those groups to organize offline volunteering.

The campaign encouraged Team Baker Action Center volunteers to share their involvement through other social networks. When volunteers were making calls from home or taking various other forms of action, the Volunteer Control platform enabled them to share that involvement on Facebook, Twitter, LinkedIn, and MySpace. This social sharing fostered even more involvement from supporters who were able to see their friends participating in the campaign.

Case Study 2: Pat Toomey for U.S. Senate

Pat Toomey was seeking the Pennsylvania U.S. Senate seat previously held by five-term Democratic Senator Arlen Specter. Despite a growing trend of electing Democrats in Pennsylvania, Toomey was able to win the seat by over 80,000 votes and 2% of the vote.



Senator Pat Toomey's Phone Control platform helped deliver a huge victory for his campaign in Pennsylvania.

Toomey's campaign used Mission Control's Phone Control software to enable its supporters to make phone calls for Pat Toomey from the comfort of their own homes.

"[I] really enjoyed [Mission Control] and thought it was extremely user friendly. I would definitely recommend it to anyone who asks."

- Peter Towey, Political Director

Key Metrics

- **Calls from home made by online volunteers:** 13,000
- **Online volunteers signing up to make calls from home:** 400

Problem and Solutions

Seeking a way to allow supporters to help get out the vote in the final weeks of the election without requiring them- to come into the office, the Toomey campaign needed a platform that enabled them to pull up call scripts and lists online. Phone Control fulfilled this need.

The Toomey campaign focused on bringing attention to this platform by sending out e-mails to its entire distribution list promoting the phone from home functionality. It also helped spread the word about Phone Control through social media, and by linking to the phone bank URL from their website.