

## **VoterVoice – New System for LaCAN Alerts and LaDDC News**

The Council has used Constant Contact to disseminate LaCAN Alerts and LaDDC News. We are in the process of switching to VoterVoice.net which uses “Smartlink” technology.

LaCAN Action Alert using VoterVoice:

- Includes a quick explanation of the issue.
- Allows members to choose the method of communication to the public officials we make available to them (email, phone call, text, tweet & Facebook).
- Provides a pre-penned message to send or bullet points to fill in their own message.
- Automatically matches members to the appropriate officials we would like them to contact on the issue.
- Auto-fills in the member’s contact information, so all they have to do is click ‘Send Message’
- Tracks actions when taken from any method of communication to the officials except phone call or if the individual does not take action within the Action Alert; no longer will members have to confirm their action!

“Track and Resend” one-click reminder alerts - allows us to resend an action alert to only those members who have not taken action without bothering those who already have.

Legislation tracker and lookup tool - allows us to add bill content and language about bills of interest and track progress within VoterVoice. Members can view the bills of interest.

Other Features of Interest:

- Customized grassroots action center for our website and Facebook
- Online Elected Official Directory
- Mobile app and mobile optimization (alerts and action center will be mobile friendly)
- Broadcast email reports – reports the number of messages sent, delivered, opened, and acted upon.
- Newsletter generator
- Publishing directly to our Social Media accounts
- Event Registration
- Meeting Manager and Feedback Tool – allows us to check in members at events such as yellow shirt days and members to provide feedback at legislative meetings or other events