

RIPON 

WINNING BACK AMERICA

VOTE

POLL  MASTER II

RIPON 

VOTER ENGAGEMENT PLATFORM



100% 9:41 AM 100%



Messages



Calendar



Photos



Camera



Weather



Clock



Ripon



Videos



Notes



Reminders



Stocks



Game Center



Newsstand



iTunes Store



App Store



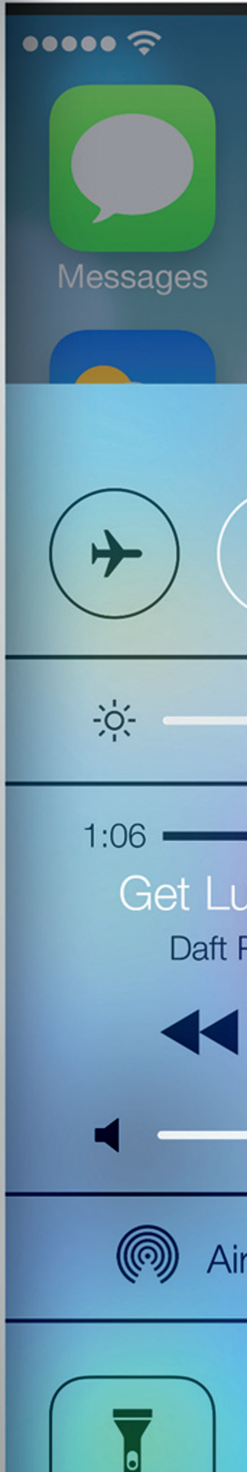
Passbook




Compass



Settings





There was a time when traditional mobilization was enough.

Republicans could simply look at their district and find the best places to talk with voters. Republicans were stronger because unlike the Democrats they knew the problems of Main Street, the people they affected, and how to reach out to them.

But times change.

Democrats recognized their weaknesses and employed modern tools to overcome them. By 2008 the Obama campaign had some of America's best minds using Big Data and cutting edge technology to supercharge the mobilization of new democratic donors and voters. This helped Obama secure the White House twice, relegated the GOP to eight years as the US Senate minority, and enabled a government takeover of healthcare.

Republicans now recognize that technology can enhance campaign management but have yet to respond effectively. The failure of the Romney 2012 campaign's untested ORCA system demonstrated how difficult it is to apply new techniques to help win the technological battle and win over voters.

If we are to pass on to our children the America the Founding Fathers envisioned, we must engage the silent majority of Republican supporters previously ignored. The new Republican voter no longer fits into easy demographic stereotypes; he or she may believe in conservative ideals but not fit our image of a traditional GOP supporter.

Many are mislabeled as liberals due to particular social traits or interests when they are really conservatives trapped in solidly Democratic neighborhoods. Once recognized, they can be engaged with respect and in a language they understand.

Finding hidden Republicans is not easy, but it is possible. Advances in the understanding of voter psychology, coupled with powerful computerized statistical techniques means that the vast amount of data available on Americans' attitudes and behaviors can now be properly examined and used to identify and engage these potential supporters.

This combination of factors is an exceptional opportunity for those willing to take it. The GOP finally has the tools to identify and give a voice to the silent majority, and to guide America in the direction they want it to go: towards greater freedom.

RIPON

ONE INTEGRATED CAMPAIGN TOOL



RIPON: THE FUTURE OF CAMPAIGNING >

An innovative voter engagement and campaign management tool for your team to control all aspects of the modern campaign space. Our multi-platform software provides a unified solution that allows campaign managers to position their candidates more efficiently and more effectively.

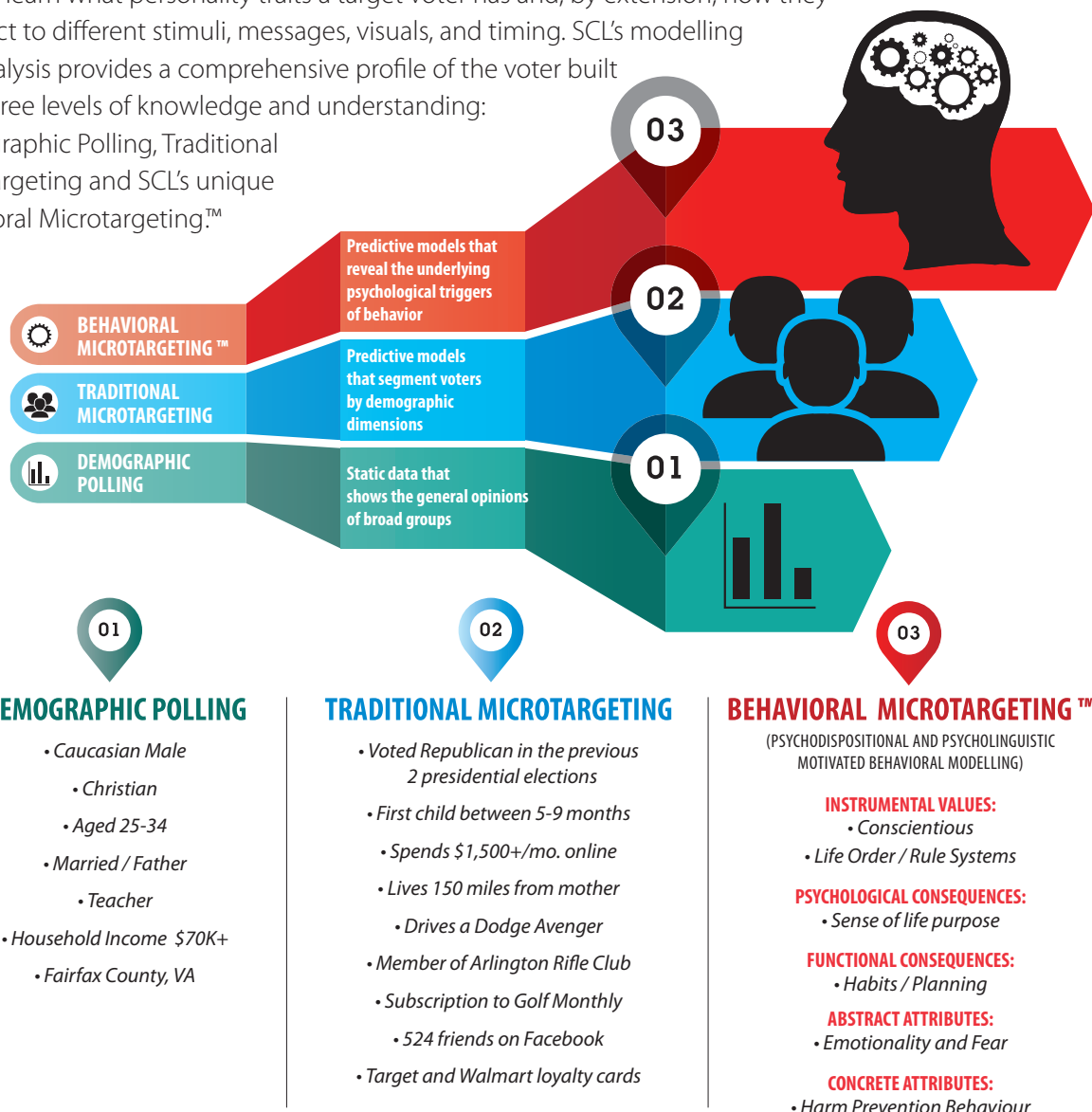
With in-depth voter data and psychological profiles available at the touch of a screen, powerful voter engagement and fund raising strategies can be executed with complete synergy. A revolutionary, easy to use and interactive product, Ripon allows for targeted supporter mobilization combined with real-time oversight from Campaign HQ.

BEHAVIORAL MICROTARGETING™ >

Traditional microtargeting was undoubtedly a game-changer when it was first introduced onto the political stage. SCL wants to push these technological advances even further by building the next generation of microtargeting for American conservatives. Unlike any other targeting method, we are creating a profile of American voters based on psychological disposition. Although human behavior is certainly influenced by demographics, behavior is not actually determined by race, gender or age. At its core, behavior is determined by an interaction of a person's internal psychology with their external environment. Therefore, traditional microtargeting only provides half the picture. When psychological variables are integrated into standard microtargeting datasets, we are able to identify the real drivers of voter behavior.

We can learn what personality traits a target voter has and, by extension, how they will react to different stimuli, messages, visuals, and timing. SCL's modelling and analysis provides a comprehensive profile of the voter built from three levels of knowledge and understanding:

Demographic Polling, Traditional Microtargeting and SCL's unique Behavioral Microtargeting™



Our advanced Behavioral Microtargeting™ technology provides campaigns with unique psychographic profiles of individuals that will allow you to communicate with your audience using effective and highly targeted messaging campaigns. These messages will be delivered across all media - TV, radio, print, face to face canvassing and online - with each being tracked and tested for effectiveness. This personal connection that individual level messaging creates between candidates and voters directly will translate into results come election day.



This is the opportunity being offered, exclusively, to Conservatives by SCL USA:

VOTER INTELLIGENCE

Use data harvesting and predictive modeling to identify exactly the psychological drivers, attitudes, and triggers of droves of 'hidden' conservatives.

DONATIONS

Pinpointing who to contact, how much to ask for, and how and when to say thanks – with as much gratitude going to the person that gives the only \$5 they can afford as to the person who gives the \$50,000 the campaign needs.

CAMPAIGN MANAGEMENT

Invigorate and manage activists by getting them to speak to voters who we know are persuadable and in the ways they are most open to being persuaded.

MESSAGING

Knowing what to say, when to say it, and managing different messages to different audiences while remaining true to the overall campaign.

As every true American will tell you, there is always a choice.

We put it this way:
you can join the game
or you can change it.
Here's how >



MULTI-PLATFORM SOFTWARE



The Ripon tool is optimized to work across all platforms from PCs and Laptops, to tablets and smart phones. Its constant multi-platform connectivity ensures that managers always have access to core system features such as: Get Out The Vote, Behavioral Microtargeting™, Bulk SMS and Canvassing. Ripon's suite of features also permits managers to control other campaign activities such as artwork, query building and scheduling, meaning that whether a key element or minor component, every aspect of the campaign can be optimized and perfected.

[FEATURES >](#)

TARGETING FEATURES



ENHANCED VOTERFILE: Electoral Roll for your region that has been rigorously cleaned, updated, and enhanced with additional contact and political data.



PSYCHOGRAPHIC PROFILING AND DIAGNOSTICS: Delve well beyond standard political messaging to understand the underlying psychological motivators of voting for each target segment.



BEHAVIORAL MICROTARGETING™ | VOTERFILE SCORES: Accurate behavioral and political scores for every single voter based on advanced statistical modeling techniques.



PRETESTED MESSAGING: Preloaded arsenal of highly refined and scientifically tested messaging content optimized for each target voter category.



APPLIED INTERVENTION STRATEGIES: Easy to understand documentation on voter behavior research with clear and actionable recommendations on how best to engage with different types of voters.



CAMPAIGN ARTWORK: Use pretested artwork designed for each voter segment so that every campaign communication uses high-impact visuals with ad agency quality.

TECHNOLOGY FEATURES



CAMPAIGN DASHBOARD: A real-time display that shows electoral math, daily/weekly targets, canvassing results, complete activity logging, detailed campaign metrics, and top performers.



SCHEDULING: Campaign scheduling tool with shared calendar and calendar/email integrations with formatted messages.



MANAGE MY TEAM: View your campaign team with a full hierarchy. See team and individual performance, adjust volunteer and user permissions, send e-mails and SMS (text) messages to volunteers, and see full metrics on their performance.



GAMIFICATION: Built in reward structures designed to create a meritocratic campaign and encourage volunteers to go the extra mile.



PHONE BANKING: Create and schedule volunteer phone banks, choose phone bank volunteers, and assign target groups/locations.



QUERY BUILDER: Build and run custom queries and searches. Save them for later or share with others.



TURF CUTTING / CANVASSING: Narrow down your targeted lists to specific neighborhoods, walkroutes, and streets for optimal canvassing. Add instructions for canvassers and print paper walkroutes and lists, or send to the SCL canvassing app.



GROUPS AND TAGS: Build static and dynamic lists to assign or tag electors; or for use in canvassing, emailing and phone banking.



DIRECT MAIL: Create bulk mailings and prepare them for printing locally in office, through a local provider or through a trusted national bulk mail partner.



BULK E-MAIL: Create individual or bulk email based on targeted groups. Send email through trusted national partners for optimal penetration and worry-free sending.



ROBODIALING / IVR POLLING: Create automated phone calls with interactive voice response technology to allow for mass telephone messaging and surveys.



SOCIAL BLASTS: Connect to Facebook, Twitter, and LinkedIn to post campaign messages through supporters and volunteers.*



ONLINE MARKETING/ADS: Create and optimize online advertising through banners, Google, Facebook, apps, and other websites.*



MESSAGE MANAGEMENT AND WORKFLOW: Have suggested messages arrive at the campaign office for approval and sending after a central campaign review process.



BULK SMS (TEXTING): Send single or mass SMS messages to target individual voters or groups of voters.



TV / RADIO BUYS: Forms and contacts to order radio and television advertising based on Neilsen Blocks and local coverage.*



QUICK DONATE: Help supporters donate to your campaign quickly and easily in response to events, announcements or emails. Donate on the Web, SMS, Social Media or email in just a couple of clicks and take fundraising to a whole new level.



GET OUT THE VOTE: GOTV live performance metrics, real-time analytics, and visualization. Create campaign bus pickup lists, schedule reminder phone calls, mark off voters that have voted, and message through email, SMS, and social media.



DETAILED REPORTS: Detailed Campaign reporting and printed materials.

CUSTOMIZED STRATEGY

Features require additional tailoring to fit individual campaigns



STRATEGIC COUNSEL: Tap into world-leading psychological and data science expertise to craft and target the optimal winning message.



MAINTENANCE: Monitor and continue to test the fully implemented system and respond to requests for new features or enhanced functionality from users.



ONBOARDING NEW CAMPAIGNS: Help campaigns embed the engagement tool into their campaign and help complete data mapping for their tags and groups to meet individual campaign needs.



CAMPAIGN DATA IMPORT: Work with campaigns to help gather existing data, normalize it, and import it into their new system.



CAMPAIGN SUPPORT: Support the campaigns in their day-to-day use of the engagement platform with setup, training, and ongoing technical support.

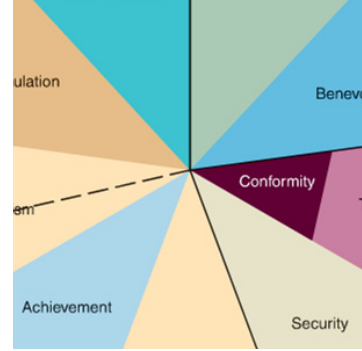
WHAT WE CAN DO FOR YOU >



SET CAMPAIGN GOALS

EMIO NARES 3093 A BAUTISTA ST, BARANGAY 894
 JAMN NARES 3093 A BAUTISTA ST, BARANGAY 894
 LOS NARES 3093 A BAUTISTA ST, BARANGAY 894
 MEL NARES 3093 D A BAUTISTA ST, PUNTA STA ANA M.L.A., BARANGAY 894
 JIE NARES 3093 D A BAUTISTA ST, PUNTA STA ANA M.L.A., BARANGAY 894
 BRINACION NARES 3093 D A BAUTISTA ST, BARANGAY 894
 IRISSETTE ALUMIT 3093 D A BAUTISTA ST, BARANGAY 894
 VERLY NADGRA 203 B WATERLY ST, PUNTA, BARANGAY 900
 ANGELE NADERA 204 WATERLY ST, BARANGAY 900
 UIE NADERA 197 BANAHAW ST, BARANGAY 900
 ELTRA NADERA 197 BANAHAW ST, PUNTA STA ANA MANILA, BARANGAY 900
 CONSUELO ALCANTARA 2445 INT. 4 DEL PILAR ST. STA ANA MANILA, BARANGAY 882
 VICTORINO ALCANTARA 2119 PEDRO GIL ST, BARANGAY 890
 LLAN JARDIN 3098A BAUTISTA PUNTA STA ANA M.L.A., BARANGAY 890
 DEL ORTEGA 2179 ALLEY 2 LAMAYAN ST, BARANGAY 887
 MIS REYES 2754 OLD PANADEROS ST, BARANGAY 890
 JO ALFREDO, JR. GUTIERREZ 2754 OLD PANADEROS ST, BARANGAY 890
 ALIZA TUAZON 1734 A RD I BAGONG SIKAT PUNTA, BARANGAY 9
 SA GONZALES 1734 A RD I BAGONG SIKAT PUNTA, BARANGAY 9
 ETHIA GONZALES 1734 RD.1 BAGONG SIKAT, BARANGAY 902
 HIA GONZALES 1734 RD.1 BAGONG SIKAT, PUNTA, BARANGAY 903
 BUS GONZALES 1734 RD.1 BAGONG SIKAT, BARANGAY 903
 WIN GONZALES 2144 N. CARRION ST. STA ANA M.L.A., BARANGAY 890
 JA BAY 2872 STO NINO ST, BARANGAY 896
 INDA WALO 1716A 4TH ST, DPWH COMP. PUNTA STA ANA M.L.A., BARANGAY 890
 ETH SALAMANCA FM 315 BLDG 1 CARDINAL VILLAGE, BARANGAY 89
 PILAPIL 2872 STO NINO ST, BARANGAY 896
 WIG WALO 2179 INT. 6 LAMAYAN ST. STA ANA MANILA, BARANGAY 890
 MARTINA ICBAN 1711 BAGONG SIKAT ST, BARANGAY 902
 FIRE ESTRADA 1716 A DPWH COMP. 4TH ST, BARANGAY 905
 EDY SALAMANCA 315 JCS VILLAGE PUNTA, BARANGAY 899
 TER VIKAS 1619 BANING ST, BARANGAY 890
 SIANA BAUTISTA 1734 RD 1, BARANGAY 903
 BANITA GONZALES 574-4TH ST, PUNTA, BARANGAY 905
 ABE POGO

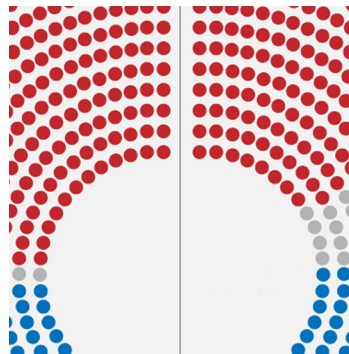
LOAD UP VOTERFILE



CONDUCT POLLING & PSYCHOMETRIC STUDIES



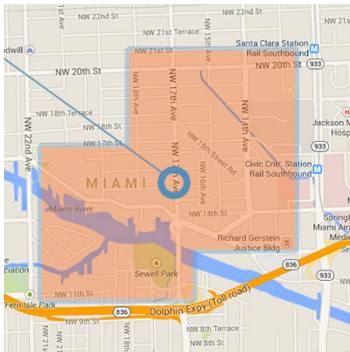
CRAFT & TEST INDIVIDUALIZED TARGETED MESSAGES



FORECAST ELECTION SCENARIOS



DESIGN YOUR LITERATURE



CUT YOUR TURF

- Cam Zesie: Florida, United States
- Chelsey Sommer: Florida, United States
- George: Florida, United States Hinges
- Chelsey Sommer: Florida, United States
- Sand: Florida, United States
- Brian Turning: Florida, United States
- George H: Florida, United Statesinges
- Chelsey Sommers: Florida, United States

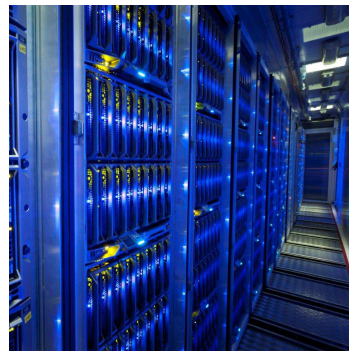
MAKE CANVASSING SHEETS



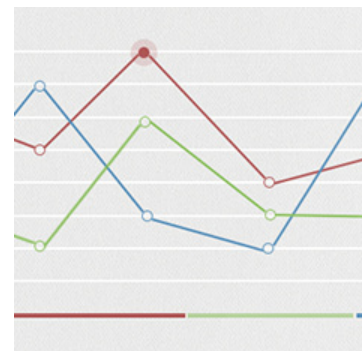
IDENTIFY SUPPORTERS



TARGET VOTERS ONLINE

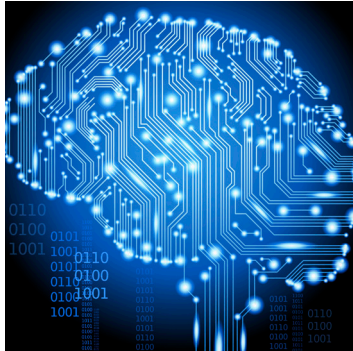


INTEGRATE ALL YOUR CAMPAIGN DATA INTO A SINGLE PLACE



TRACK PROGRESS

WHAT WE ENABLE YOU TO DO >



CAMPAIGN WITH COMPETITIVE INTELLIGENCE



POSITION YOUR CANDIDATE EFFECTIVELY



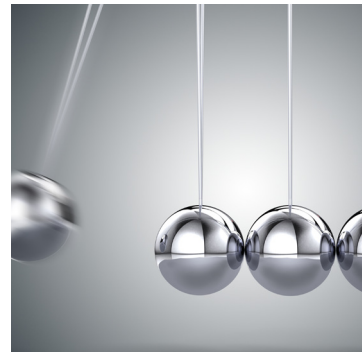
RECRUIT MORE VOLUNTEERS & DONORS



ORGANIZE RALLIES & TOWN HALLS



CREATE A MERITOCRATIC CAMPAIGN



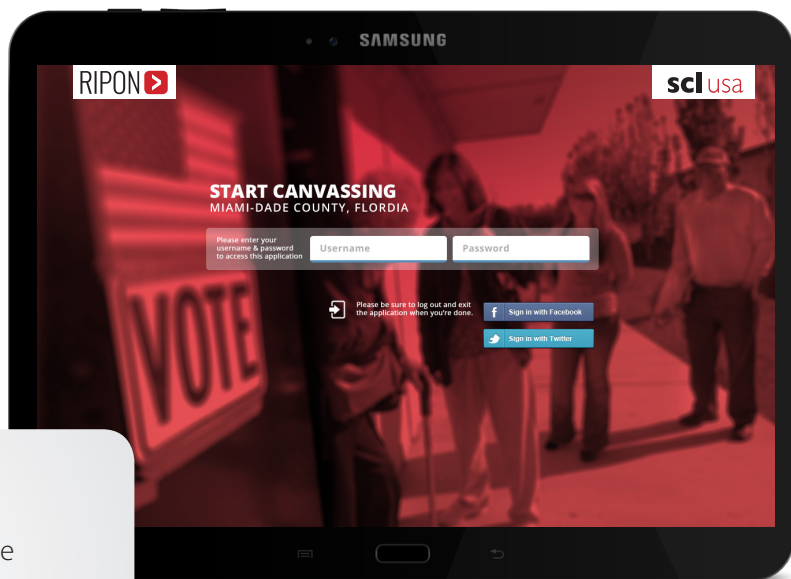
BUILD MOMENTUM TO ACTIVATE YOUR BASE



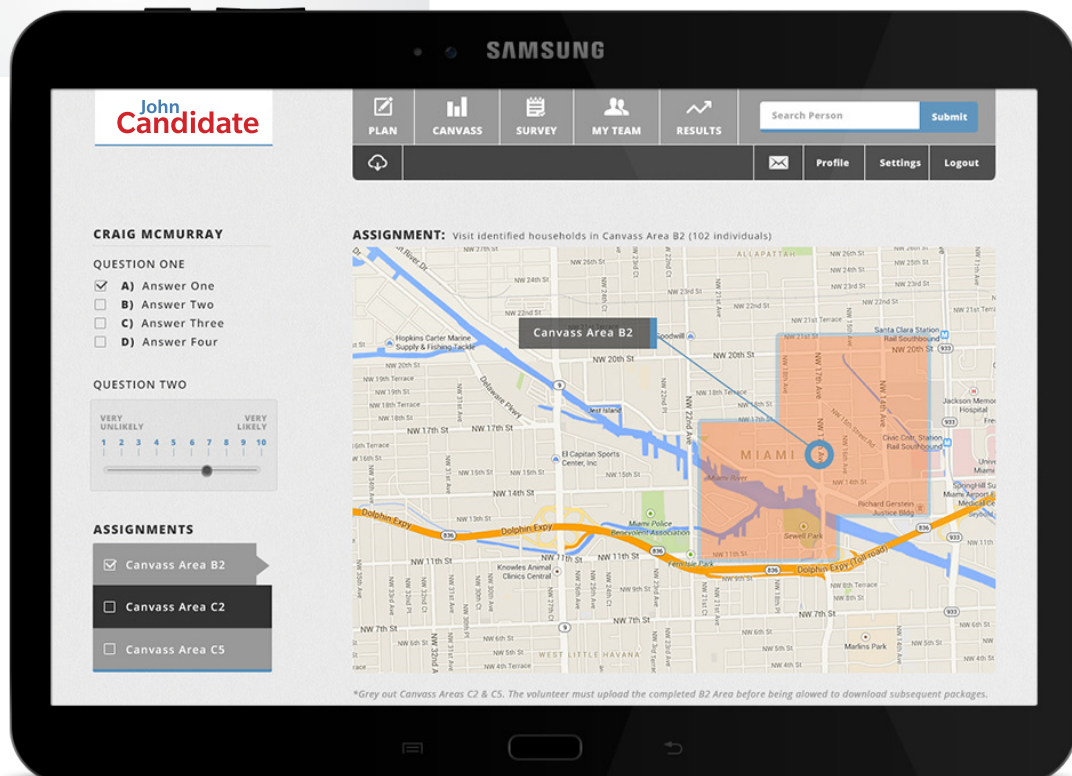
RIPON FEATURES

CANVASSING

The Ripon platform provides campaign managers with a unique solution to the canvassing challenges found in the modern campaign space. Whether carried out in person, online or over the phone, Ripon's feature set includes tools to organise, execute, and monitor all aspects of the canvassing effort.



Functions such as the 'turf cutting' application make Ripon a powerful weapon with which to dominate the opposition in the ground game.

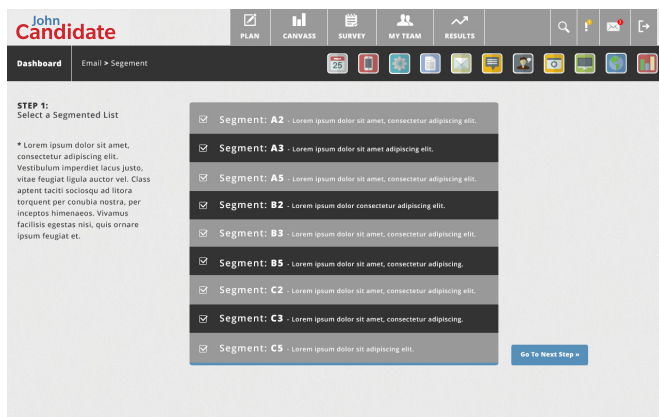


DIRECT MAIL / EMAIL / BULK TEXTING

In the heat of a campaign, time is the most valuable commodity there is. The demands on the candidate and their staff are always intense and the Ripon platform is designed with this in mind. The Ripon interface simplifies the delivery of e-mail, bulk mail, and mass SMS shots through its use of an integrated messaging system. Ripon ensures that voter contact has never been more accurate, more effective or more powerful.

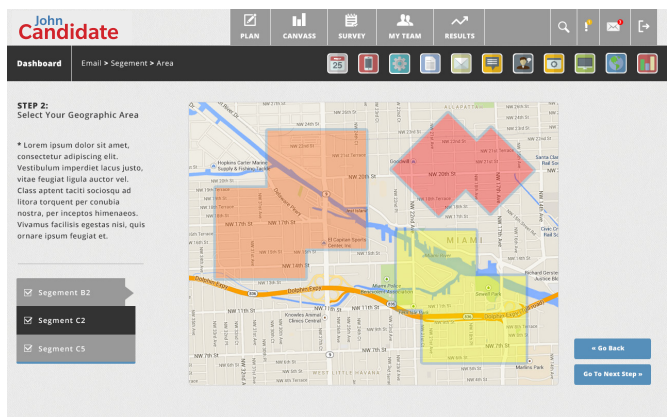
STEP 1

Select a Segmented List



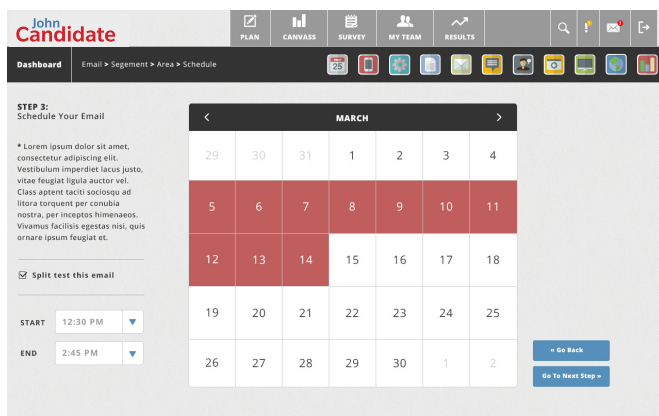
STEP 2

Select Your Geographic Area



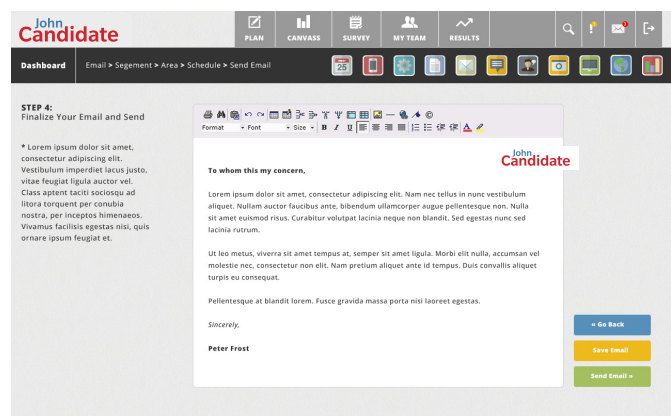
STEP 3

Schedule Your Email



STEP 4

Finalize Your Email and Send



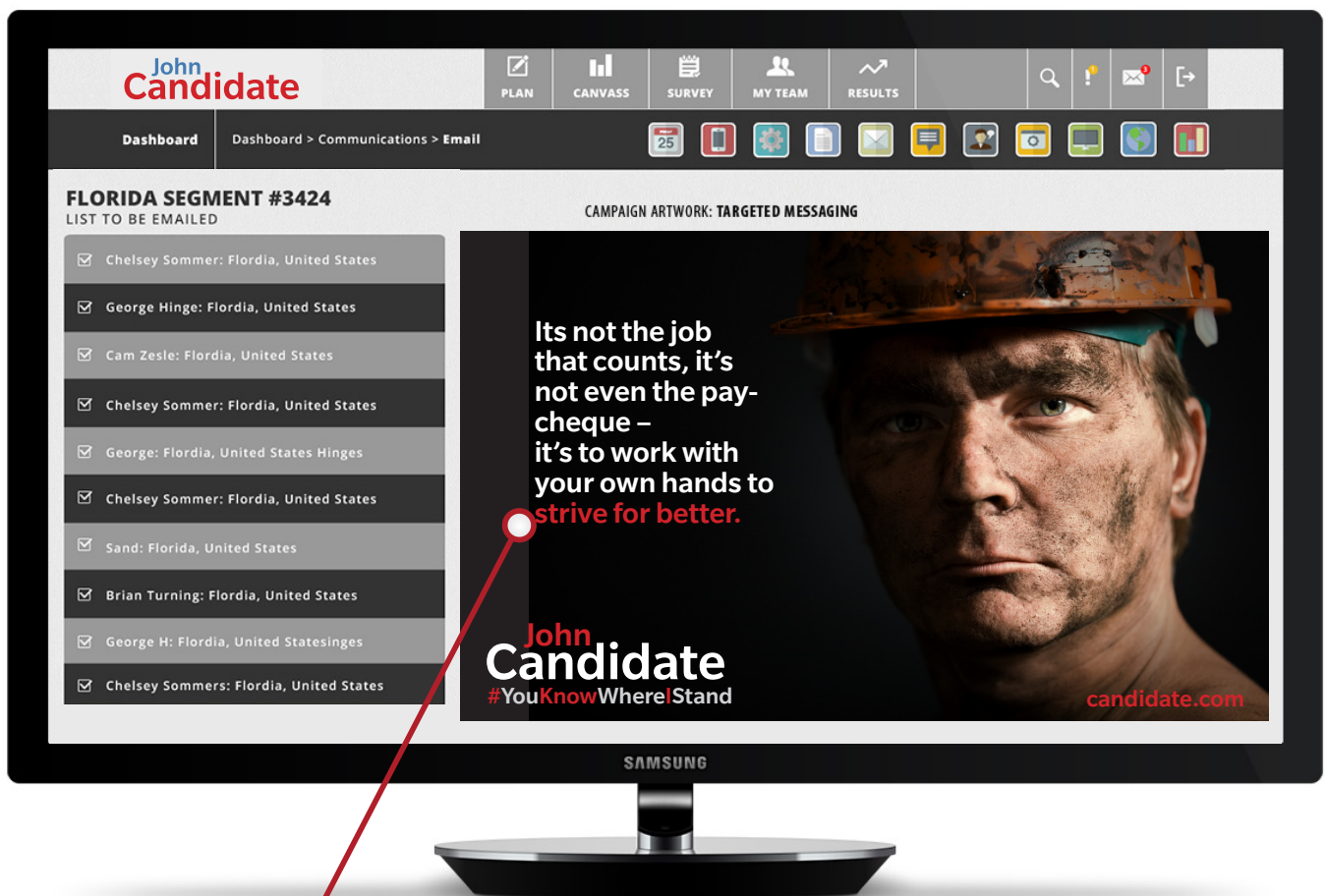
From any location, be that campaign HQ or working the campaign trail, Ripon provides a simple four step solution to the challenge of mass voter contact. The platform's combined communications features allow campaign managers to create the content they need and deliver it to the voters that matter. Ripon's targeting tools and coordination calendar ensure that messages always match voter concerns and arrive at the best possible moment.

TARGETED MESSAGING & CAMPAIGN ARTWORK

This example segment is made up of lower income voters who are highly achievement oriented (a core psychological need) and conscientious (a personality trait related to self starting and organizational skills).

We use advanced psychometrics to identify these core drivers. Extremely sophisticated models using deep datasets are applied to predict which segment people fall into.

Rather than hitting a generic “jobs” message, this message was developed to tap into the segment’s most significant psychological drivers: self-actualization and a need for achievement.

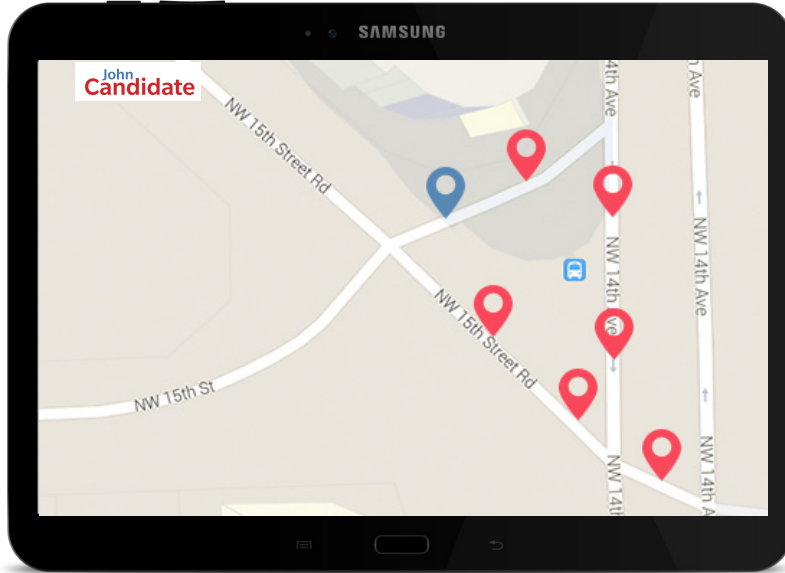


Jobs for this segment are a means to a greater end, not an end in itself. They work to achieve. For these people, jobs therefore don't matter as much as realizing an objective.

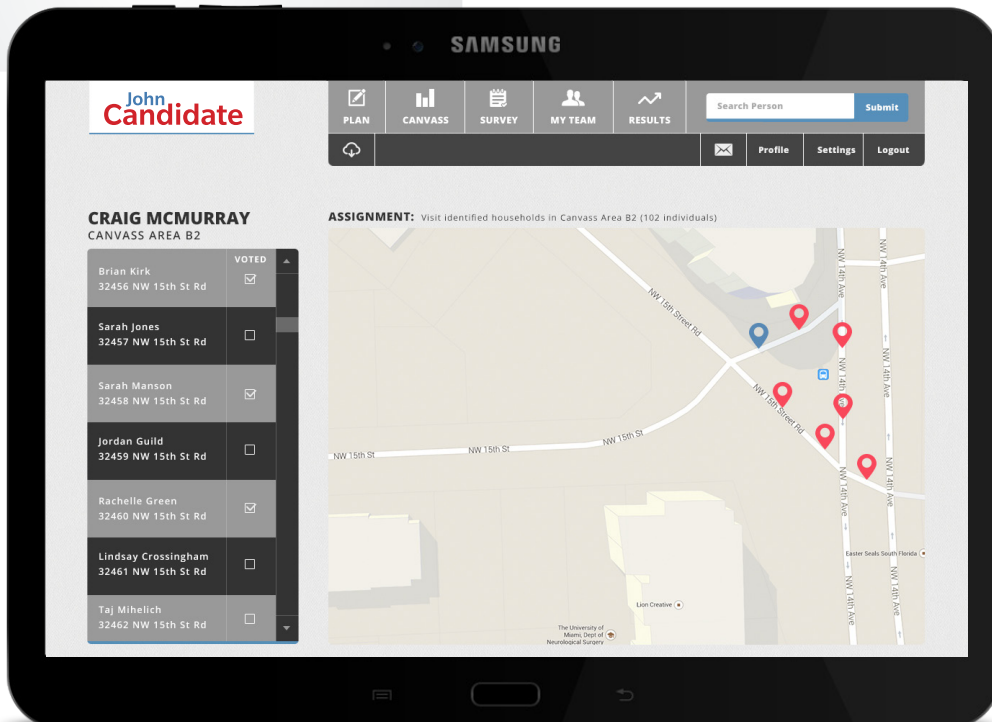
Before being loaded into the system, this message's semantics, tone, valance, and visuals were all pre-tested for effectiveness.

GOTV

SCL understands that being able to Get Out The Vote is often the key difference between winning and losing an election. Ripon combines the latest data analytics and visualization techniques to deliver campaign managers with a tailored system to maximize their voter turnout. Ripon permits its users spot potential supporters and focus their efforts on mobilizing them come Election Day.



The ability of the Ripon platform to provide new levels of detail means that potential voters can be targeted down to the individual level.



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