

txtvoter

making voter registration as easy as calling a friend

*“Nothing is as cutting-edge or clever in the field of grassroots mobilization.”
– San Francisco Mayor Gavin Newsom, on TxtVoter*

TxtVoter reduces barriers to voter registration! **Register anytime, from anywhere:**

- Just text the keyword ‘voter’ to 75444.
- We’ll send you back a text message: “Reply with your full name and address or email address to receive voter registration forms.”
- Then we’ll get you registered, either online or with a pre-filled registration form you’ll receive in the mail.
- We’ll even send you a reminder to vote on Election Day, complete with your polling place info!

Register-Your-Friends combines **blast emails & text messaging**, allowing people to easily register their friends:

- We give you a special TxtVoter link to put in your emails. Just send them out!
- When people click the link, they’ll be prompted to enter their friends’ cell phone numbers. Each friend will receive a personalized text message encouraging them to register. If they reply positively, we’ll register them with TxtVoter.

Run-Your-Own-Campaign puts TxtVoter to work for your organization:

- Just sign up for an account and keyword of your own (e.g., “MyKeyword”).
- Use the power of peer-to-peer networking and traditional advertising to get people to text “MyKeyword” to 75444 (just like they do on American Idol).
- We get them registered with TxtVoter – it’s that simple!

Not convinced yet? Here are some more great **benefits** to using TxtVoter:

- Enables young people to civically participate using their technology of choice.
- Track registrants through every step of the process; just log into our site. (You can even track the effectiveness of subgroups or individuals!)
- Build your list! We freely provide the user data to nonpartisan nonprofits. For other organizations, we are required to charge market rate (about 10 cents per user).
- TxtVoter is completely free. Yep, that’s right – free!

-- To sign up or see a demo, go to www.txtvoter.com --

TxtVoter is brought to you by Mobile Voter and Voto Latino, both nonpartisan, nonprofit organizations, and is part of Young Voter Strategies, supported by the Pew Charitable Trusts and the George Washington University School of Political Management.

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