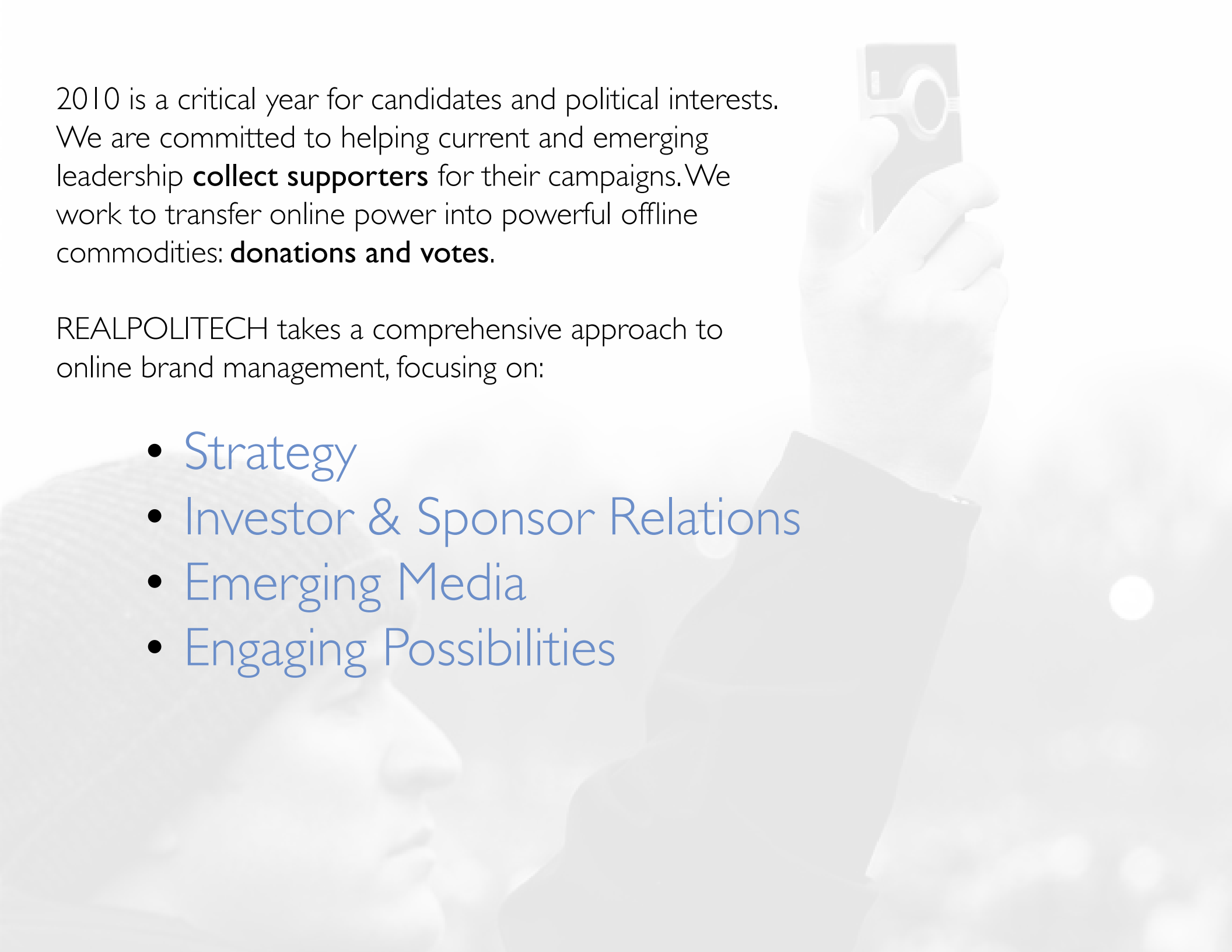


REALP  LITECH

2010:

Engaging To Win





2010 is a critical year for candidates and political interests. We are committed to helping current and emerging leadership **collect supporters** for their campaigns. We work to transfer online power into powerful offline commodities: **donations and votes**.

REALPOLITECH takes a comprehensive approach to online brand management, focusing on:

- Strategy
- Investor & Sponsor Relations
- Emerging Media
- Engaging Possibilities

How We Win

Build.

We design interactive platforms with your fans in mind. We focus on the making your site **engaging** and **easy to use**. We build your site using a content management system that your team can update from anywhere.

Recruit.

Once we build your team “hub” online, we use online social technology, like Facebook, Twitter, MySpace, YouTube and others to enhance the user experience and to recruit fans. These tools are built on the **power of suggestion** and can lead to rapid dissemination of team spirit.

Include.

We build platforms that are **accessible to fans of all ages**. We create useful “how to” pop ups, create videos to explain features, and use audio and video content to engage a wide variety of users.

Empower.

We focus on pushing out **team-generated** material to supporters. We specialize in collecting **fan-generated content (FGC)**: videos, pictures, comments, and other experiences of your fans.

Why It Works

Social media tools can help candidates reach more supporters and **deepen their connection** with current supporters. More engaged supporters means more donations, volunteers and increased presence.

Candidates can also take advantage of social media tools to provide new ways for organizations who endorse the candidate to **activate their membership**. New activation ideas and more options for organizations helps candidates generate more donations.

Supporters **love talking about the candidates they believe in**. If you give them an opportunity to react to stories and videos, share them and submit their own stories, you are providing a way for them to become even more engaged with your campaign.

Instead of having the conversation take place in small pockets, your site can **open up the conversation** to provide an outlet for supporters to connect and communicate. Your platform also gives supporters who do not live in your area the ability to keep tabs on the campaign and connect with like-minded supporters.

Strategy

REALPOLITECH delivers a holistic online approach, including:

- Website Audits & Analysis
- Needs and Priority Assessment
- Best Practice Consulting
- Project Planning
- Online Action Plans



Donor Relations

A grayscale background image showing a person's profile on the left, looking towards the right. On the right, a hand is holding a smartphone up, with the screen facing the viewer. The background is a soft-focus bokeh of light spots, suggesting an outdoor night scene or a brightly lit indoor space.

REALPOLITECH places a priority on reaching and cultivating donors through:

- Donor Communications
- Ongoing Benchmarking & Site Management
- Third Party Data Feed & Platform Integration
- Web Tools for Enhancing Online Donor Relations

Emerging Media

REALPOLITECH builds campaigns and creates action plans that integrate:

- Social Media Strategies & Programming
- iPhone & Blackberry Applications
- Mobile Websites & Marketing
- Interactive Video



Engaging Possibilities

REALPOLITECH explores a breadth of engagement tools and techniques:

- Interactive Widgets
- Contests for Supporters
- Campaigns around your supporters



REALPOLITECH



Digital tools. Real change.

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