THE PROBLEM

Political campaigns spend too much time and money trying to find and reach their voters.

OUR SOLUTION

Voterforce, an easy-to-use tool to quickly identify your best supporters so you can spend more time campaigning.

WHY VOTERFORCE IS UNIQUE

Voterforce is a light-weight tool to help campaigns target supporters with customized engagement plans based on real election, census and demographic data sources.
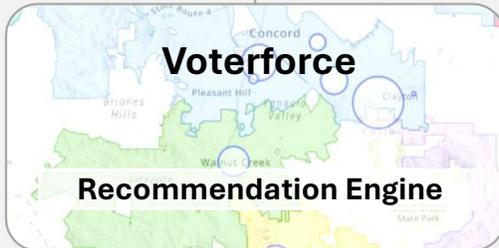
Data Sources

Election Data	Census Data	Demographic Data	Commercial Sources

Voterforce

Recommendation Engine

Voterforce Dashboard - Easy access to quickly identify target supporters and precincts

Voterforce Recommendation Engine - Recommended "Get Out the Vote" activities and customized local messages for each target

House parties	Door Knocks	Local Tabling
Email & Text	Digital strategy	Phone Bank

Benefits

- Unique data to better predict favorable voters
- Precinct-level info to customize digital and in-person outreach
- Voter heatmaps to visualize campaign and efficiently direct resources to avoid expensive mailers or campaigning in unfavorable areas
- Recommendations to collaborate consistently with vendors, consultants and volunteers

WHAT WE DO

We merge experienced political consulting with Voterforce, our proprietary AI tool, to identify voters, issues and data-driven methods to engage and mobilize supporters.

WHO WE ARE

Our Bay Area team at theregional.io is one-part policy wonk, one-part political strategist and two parts data nerd.

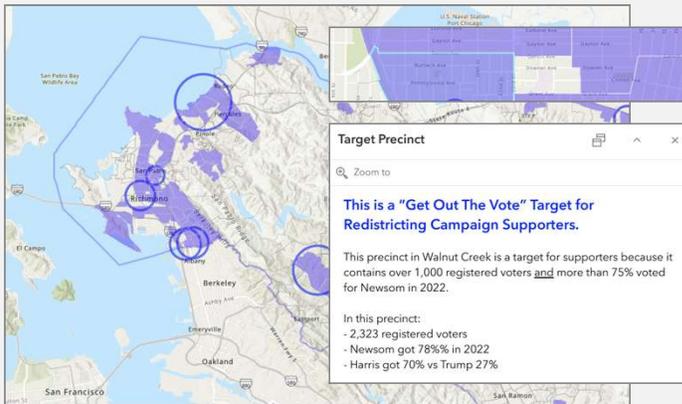**David Van Riper**
- Map Tech
- Data and Analytics

Jack Wilan
- AI Tech
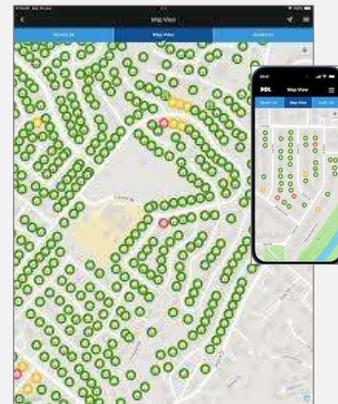- Campaign Strategy

Shane Reisman
- Digital
- Campaign Strategy

VOTERFORCE CAPABILITY COMPARISON

Voterforce

PDI / VAN

Election and demographic data with analytics, visualization and AI tools to target and engage voters at scale

Voter contact info with text, phone, and email tools to reach voters individually

	Voterforce	PDI / VAN
Users	Campaign leaders and consultants targeting high-value precincts	Campaign volunteers and field teams boosting household turnout
Data	State and local general and primary election returns, census, demographic	Contact information, age, gender language, party, past participation
Insights	Political & geographic analysis targeting precincts with AI-generated outreach	Turnout modeling
Reach	State and County with district and precinct bounds down to street-level	Street view down to house-level
Time investment	Intuitive map-based interface	Staff training and tech support
Bias	None. Broad data integrated from external sources	Partisan. Local survey and canvassing data sent to party
Expense	One-time, project-based fee structure	Pay-as-you-go or licensing with transaction fees

INTRODUCING VOTERFORCE

We visualize state and local election, census and demographic and commercial data in the Voterforce Dashboard and surface customized activities from the Voterforce Recommendation Engine to help campaigns find and engage supporters.

Voterforce was selected for inclusion in 2025 Global ESRI User Conference.

Schedule a call to learn how Voterforce can help your campaign.

theregional.io

info@theregional.io | 202-297-3766