

# V.I.C.T.O.R.

VOTER IDENTIFICATION CAMPAIGN TARGETING OUTREACH RESOURCE

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### Voter Identification Campaign Targeting Outreach Resource

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Politics is not an art, it's a science. Every campaign begins with answering the question of "how many people are going to vote in the next election?" Once answered, the task is simple: divide in half and get out your vote. V.I.C.T.O.R. helps you do just that.

Getting out the vote and ensuring your message is heard is more challenging than ever before. Typical voter contact reaches fewer and fewer voters. Voters have more sources of information, – more channels, satellite radio, online options, more junk mail, spam, etc. Thus, the need for a data driven, coordinated, voter contact effort is greater than ever before.

V.I.C.T.O.R.'s web-based technology provides campaigns with the data driven functionality and necessary resources to achieve efficiency, effectiveness, and the proper coordination rarely heard of on the campaign trail or in state, local, or federal government.

V.I.C.T.O.R. helps candidates from day one by identifying, targeting, and piecing together the right combination of targeted voters. V.I.C.T.O.R. then provides campaigns with a comprehensive get out the vote resource which tracks campaign progress, voter identification, and overall outreach. V.I.C.T.O.R. helps campaigns focus on the identification of supporters and turning out the plurality of votes necessary to win on Election Day.

V.I.C.T.O.R. is dedicated to making a difference and reforming the status quo. Our purpose is helping conservatives get elected and hope you will enable V.I.C.T.O.R. to help you on the campaign trail.

To learn more about V.I.C.T.O.R., contact Sewell Consultancy at 800-235-3376.

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**Jeffrey Sewell**

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