

# Campaign DB

Better organization. *More voices.*

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- Returned Peace Corps volunteer
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# Political Databases Now

- VoterVault, used by RNC
- DataMart (Demzilla), used by DNC
- CompleteCampaigns.com
- Individual campaigns' homespun databases

# Benefits of Free Databases

- Allows candidates to organize more quickly and better without either of the two major parties.
- Simplifies the logistics of campaigning.
- Creates an opportunity for more political voices to have their voices heard.

# Campaign DB: In Development

- Developed using MySQL and PHP
- Accessible via web browser
- Permissions levels for campaign volunteers and administrators
- Free and open source

# What Campaign DB Tracks

- Registered voters, campaign contributors, volunteers and mailing list recipients
- Address, phone number, e-mail address, DOB, date of registration, profession, names of others in family, etc.
- Contact history with each person (phone calls, face-to-face meetings)

# Campaign DB for Admins

- Approving voter info changes made by volunteers
- Generating tasks (i.e. calling lists) for volunteers
- Organizing volunteers for events
- Sending out campaign e-mails

# Campaign DB for Volunteers

- Log on and retrieve tasks
- Modify campaign information (changes approved by admins before being made permanent)

# Questions

- From my developer: How can we maintain security for a web-based interface?
- Your questions and suggestions.

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