

WHAT'S SO AMAZING ABOUT USING **RALLY?**

Want to have a huge impact on the election outcome – without getting overwhelmed?
Rally is your answer.

It works.

An independent analysis by TargetSmart found that the contacts RWB volunteers put in Rally were 10.1% more likely to vote than a control group – **that's 42x the impact of postcards to strangers and 10-20x the impact of other campaign tactics.**

It gives you special intel:

- Let's you look up whether your friends missed voting in any recent elections and if they're registered as D, R, I or Unaffiliated
- Provides shareable messaging and candidate info
- Regularly updates with new information and scripts to share

It helps you **SHOW** your impact.

- You are already talking to your people -- show the impact!
- Love RWB? Support us by using Rally. We don't have power unless we have our numbers.

“It made my work so much easier, and I love knowing exactly how much impact I had.”
– RWB Troublemaker

It respects your data.

Developed by a woman-owned company, Rally respects your data (and your friends!). These are the top reasons an RWB volunteer who is also a data analyst loves the tool:

- It's not an app – so it can't access information in your phone like your address book or camera.
- It cannot send out automated messages. The only texts your friends get come straight from you.
- It only holds publicly available information (like names).

It suits your schedule.

Busy and spread thin? Rally lets you make real progress from your couch, talking to or texting the people you know. You can make an impact with as little as 5 minutes a night.

