

From: Voter Lists  
Sent: 10/3/2014 8:03:23 PM  
To: Haley, Nikki  
Cc:  
Subject: This one thing could cost you the election!

[<http://r20.rs6.net/on.jsp?ca=a596d8d0-3987-4206-ad90-440186d5375a&a=1115151787739&d=1118725219635&r=3&o=http://ui.constantcontact.com/images/p1x1.gif&c=928609d0-08dd-11e4-b100-d4ae529cddd3&ch=947c82a0-08dd-11e4-b19b-d4ae529cddd3>](http://r20.rs6.net/on.jsp?ca=a596d8d0-3987-4206-ad90-440186d5375a&a=1115151787739&d=1118725219635&r=3&o=http://ui.constantcontact.com/images/p1x1.gif&c=928609d0-08dd-11e4-b100-d4ae529cddd3&ch=947c82a0-08dd-11e4-b19b-d4ae529cddd3)  
[<http://img.constantcontact.com/letters/images/1101116784221/S.gif>](http://img.constantcontact.com/letters/images/1101116784221/S.gif)  
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Hi Nimrata

Failing to directly engage with registered voters via email during the last critical weeks leading up to the General could cost you the election! The best way to do this is with direct contact via email.

All other media have "waste circulation" in that you are paying for reaching individuals in your area who are NOT registered to vote along with those who are.

Moreover, emails provide a direct connection to the registered voters. They can reply to you and interact with you. That engagement is unique to email and critical to any candidate's success.

**Remember . . . email can be used to recruit GOTV walk and phone volunteers, to raise funds and to get your "brand" out to assure name recognition when they go to the polls.**

If your campaign cannot afford a minimum of \$750 for a minimum order during this last pre-election GOTV phase, chances are you are throwing in the towel as such an amount should not stand in the way of an election victory!

Remember also that all (supposed) registered voter lists are not the same. Some are "inferred" registered voters based on Census data modeling. Others may have large numbers of outdated emails that do not deliver. We were the FIRST voter list company to offer voter emails matched to the official voter file over a decade ago and we GUARANTEE the deliverability of our voter email addresses.

**A good voter email campaign during the final weeks before an election can**

**be the difference between winning and losing!**

Request counts for your district here <[http://r20.rs6.net/tn.jsp?f=001m\\_esdzo-nnz4oP7TuXGxmG5rKRZYM9eAMmgW07fCQf09FvXGhl1O-6XTBMxjpV6LzqQKwT\\_XNE3jRdAXH7RV8wGzKfOzsp9e7PkGhTjn-3l3ezTCsj0\\_8ONpymQ-cV8Kwa9v-Z0VJHBnlq7grEpFM7Xz1z1MHfsWiaDcFGFAFw=&c=S1Qzileh1xrAms60OkupXcJTOKjkX1iIY5n3-uCq3UOBjekRUWkwMA==&ch=MpitJwkjg-Qs01SQ69m-rMqtl2WqTeJjfk8lQXxt6JIHcnw51-gCzA==>](http://r20.rs6.net/tn.jsp?f=001m_esdzo-nnz4oP7TuXGxmG5rKRZYM9eAMmgW07fCQf09FvXGhl1O-6XTBMxjpV6LzqQKwT_XNE3jRdAXH7RV8wGzKfOzsp9e7PkGhTjn-3l3ezTCsj0_8ONpymQ-cV8Kwa9v-Z0VJHBnlq7grEpFM7Xz1z1MHfsWiaDcFGFAFw=&c=S1Qzileh1xrAms60OkupXcJTOKjkX1iIY5n3-uCq3UOBjekRUWkwMA==&ch=MpitJwkjg-Qs01SQ69m-rMqtl2WqTeJjfk8lQXxt6JIHcnw51-gCzA==>)>.

**Email is still the number one way to create direct engagement with voters and is more cost-effective than any other media.** There is NO "waste" circulation as with TV, radio, billboard and newspapers where you pay for circulation to non-voters and voters in the other party, Ever email you send will to an officially registered voter in the party you choose.

**Make the last few weeks count by harnessing the power of voter email marketing!**

To your success,

[VoterLists.us <http://r20.rs6.net/tn.jsp?f=001m\\_esdzo-nnz4oP7TuXGxmG5rKRZYM9eAMmgW07fCQf09FvXGhl1O-6XTBMxjpV6LzqQKwT\\_XNE3jRdAXH7RV8wGzKfOzsp9e7PkGhTjn-3l3ezTCsj0\\_8ONpymQ-cV8Kwa9v-Z0VJHBnlq7grEpFM7Xz1z1MHfsWiaDcFGFAFw=&c=S1Qzileh1xrAms60OkupXcJTOKjkX1iIY5n3-uCq3UOBjekRUWkwMA==&ch=MpitJwkjg-Qs01SQ69m-rMqtl2WqTeJjfk8lQXxt6JIHcnw51-gCzA==>](http://r20.rs6.net/tn.jsp?f=001m_esdzo-nnz4oP7TuXGxmG5rKRZYM9eAMmgW07fCQf09FvXGhl1O-6XTBMxjpV6LzqQKwT_XNE3jRdAXH7RV8wGzKfOzsp9e7PkGhTjn-3l3ezTCsj0_8ONpymQ-cV8Kwa9v-Z0VJHBnlq7grEpFM7Xz1z1MHfsWiaDcFGFAFw=&c=S1Qzileh1xrAms60OkupXcJTOKjkX1iIY5n3-uCq3UOBjekRUWkwMA==&ch=MpitJwkjg-Qs01SQ69m-rMqtl2WqTeJjfk8lQXxt6JIHcnw51-gCzA==>)

*Division of American Information Marketing, LLC*

P.S. we offer a discount for voter emails when you submit your own voter file and we match and append the emails to it. We also offer voter phone numbers.

P.P.S. If you have a Gmail account, please check your Promotions and Spam Folders for your counts if you do not see them in your inbox within 24-48 hours of submitting your request.

**Request your counts today here » [www.voterlists.us](http://www.voterlists.us)**  
<[http://r20.rs6.net/tn.jsp?f=001m\\_esdzo-nnz4oP7TuXGxmG5rKRZYM9eAMmgW07fCQf09FvXGhl1O-6XTBMxjpV6LzqQKwT\\_XNE3jRdAXH7RV8wGzKfOzsp9e7PkGhTjn-3l3ezTCsj0\\_8ONpymQ-cV8Kwa9v-Z0VJHBnlq7grEpFM7Xz1z1MHfsWiaDcFGFAFw=&c=S1Qzileh1xrAms60OkupXcJTOKjkX1iIY5n3-uCq3UOBjekRUWkwMA==&ch=MpitJwkjg-Qs01SQ69m-rMqtl2WqTeJjfk8lQXxt6JIHcnw51-gCzA==>](http://r20.rs6.net/tn.jsp?f=001m_esdzo-nnz4oP7TuXGxmG5rKRZYM9eAMmgW07fCQf09FvXGhl1O-6XTBMxjpV6LzqQKwT_XNE3jRdAXH7RV8wGzKfOzsp9e7PkGhTjn-3l3ezTCsj0_8ONpymQ-cV8Kwa9v-Z0VJHBnlq7grEpFM7Xz1z1MHfsWiaDcFGFAFw=&c=S1Qzileh1xrAms60OkupXcJTOKjkX1iIY5n3-uCq3UOBjekRUWkwMA==&ch=MpitJwkjg-Qs01SQ69m-rMqtl2WqTeJjfk8lQXxt6JIHcnw51-gCzA==>)>