

A CAMPAIGN IN A BOX

Voterworkz aims to help political candidates

Local startup helps targeted messaging

Voterworkz.com

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COMMENT

“Sending mailers and knocking on the doors of people who don’t vote is a waste of everyone’s time.”

JIM GILVIN, VOTERWORKZ

Jonathan Copey

ALPHARETTA, Ga. – Two years ago, one of the local city council elections was decided by a mere seven votes. In local elections that already have small turnouts, the margin of victory or defeat can be miniscule.

That is where Voterworkz can help.

“You can win an election by the number of people in your car,” said Dale Sizemore, co-founder of Voterworkz.

Sizemore and fellow founder Jim Gilvin began Voterworkz to help local-level political campaigns be more efficient.

Using the state’s voter rolls, the pair has created a product that can break down these voters into likely voters, households and political party as well as provide demographic information such as gender and race. All this information can be used to target messaging during a campaign.

“If you are lucky, 12 percent of voters turn out for an election,” said Gilvin. “If you hit every door, 80 percent of those people won’t come out on election day. Sending mailers and knocking on the doors of people who don’t vote is a waste of everyone’s time. We help you be more effective.”

Targeting a message can be important when deciding on what expenses to make and where.

“If you have \$1,000 for a mailing campaign, you want to target your message. Whose doors do I knock on?” asked Sizemore. “You can send two sets [of mailers] to the top 500 people rather than once to 1,000.”

The idea was sparked by Gilvin, himself a politician and Alpharetta City Council member, as he attended some of the city’s entrepreneur meetings, where local startups can gather to swap ideas and experience.

“I started thinking it’s a pain to run local election campaigns and they cost a lot to run,” Gilvin said. “It’s not rocket science but it can be difficult to do. Can I work with someone with a technology background to put a campaign in a box?”

It turns out that Sizemore was that person.

With two employees, the company is small and nimble, with low overhead. Sizemore handles much of the technical side while Gilvin handles product development. Both share marketing duties.

In business for about a year and a half, the guys of Voterworkz are working on improving their methods and figuring new ways of interpreting the data. They have helped several campaigns in the region already, always staying fairly busy, they said.

“Every six months there is something [political] going on,” Sizemore said.

For now at least, Voterworkz is remaining focused on local elections – school boards, county and municipal elections.

For more about Voterworkz and its products, visit www.voterworkz.com.

Keywords

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