

ALL
*Politics Is
Local.*

And It
STARTS
*At The
Grassroots!*

Using state-of-the-art technology,
PinPoint Communications'
services and software give your
grassroots lobbying the local
touch it needs to reach legislators.

PPC
PINPOINT
Communications
THE POWER TO MAKE MINDS MEET

1-800-694-6164

<http://www.pinpointc.com>

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ISSUES

are going public with a vengeance. Mobilizing support for your initiatives is more important than ever. You need to deliver your message with accuracy to the folks who need to hear it.

PINPOINT What you need
Communications. is what we do.

WE QUICKLY

put your issue in the hands or on the computer screens of legislators and other decision makers. And, we do it with customized messages from individual constituents.

Our services and software build your grassroots lobbying campaign by matching addresses with state and congressional districts. Letters, grams, faxes and e-mail from your supporters are sent to their individual elected officials carrying your message. The typical supporters are association members, community advocates, employees, retirees, their families, consumers, and “the average person on the street.”

Established in 1992, PinPoint Communications provides the nation’s premier written communications services between stakeholders and their elected officials. Located just outside of the New York State capital city of Albany, PinPoint Communications takes your state or national message and delivers it directly to decision makers.

PINPOINT It's who we are.
Communications. It's what you need.

ON AVERAGE,
OUR CLIENTS REACH A
70 TO 90 PERCENT SUPPORTER
PARTICIPATION RATE WHILE
KEEPING COSTS AFFORDABLE AND
SERVICES ACCESSIBLE.

Services



THE BACKBONE OF ANY EFFECTIVE
GRASSROOTS LOBBYING CAMPAIGN



PUBLIC AND GOVERNMENT
AFFAIRS ADVOCACY BY MAIL AND FAX



POLITICAL ACTION ON THE
WEB IN REAL TIME



SUPPORTING YOUR EFFORTS



TELEMARKETING, TURNKEY
CUSTOM SERVICES, ACTION ALERTS,
BROADCAST FAXING, ETC.

Software

If you want to establish an in-house grassroots lobbying operation, PinPoint Communications’ software is what you need. Our LOBBYWRITE™ v. 3.1 for Windows is a powerful advocacy tool which is easy to use. If you have any questions, our technical support people will help you get the most out of our innovative software.





PinPoint Communications SOFTWARE

PinPoint Communications' software is what you need if you want to establish an in-house grassroots lobbying operation. Our LobbyWrite™ software is a powerful advocacy tool.

LobbyWrite™ version 3.1 for Windows

This Windows-based software has our three essential grassroots lobbying tools packaged together LOBBYMAIL™, LOBBYGRAMS™ and LOBBYMATCH™. It's easy to use and can dramatically boost your member or advocate participation rate from the 2-5% range to the 75-90% range. Increase your level of influence by controlling the entire project in-house.

PinPoint's innovative LOBBYMATCH™ program is built right into the package. Many groups will pay 20 times the costs of LOBBYWRITE™ just to get the legislative and Congressional district match done.

Now, you can own three of the most powerful grassroots lobbying tools for just one low cost and put it to work for your issue today!
(Available for Windows 3.1, Windows 95 and Windows NT.)

Latest Enhancement to LobbyWrite™

LobbyFax will give your organization the ability to fax your advocates' messages directly to the targeted official's Capitol Hill or Local District Office. Each fax will have the look of a customized letter. Equally important, by working with PPC, you will be able to send your faxes via the WWW at a fraction of your regular faxing costs and time.

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Custom Software.

The best features of our technology are those that have been suggested by our users and clients. For example, LOBBYWRITE™ was modified to accommodate a client's need to mail Custom Letters and LOBBYGRAMS™ to legislators' district offices.

"I want you to know how much we love LOBBYWRITE™ 3.0 for Windows. It has turned out to be an invaluable tool for empowering our members to participate in our grassroots lobbying programs...

Every association executive who believes in grassroots lobbying should purchase LOBBYWRITE today. Beyond a doubt! Even if an association plans on using it only once a year, it is well worth the investment."

Scott Wexler, Executive Director
Empire State Restaurant & Tavern Association
Albany, NY

We are ready to tackle your custom software needs. Our innovative approach enables you to drive the technological advances you need for your organization.

If you have a problem or a specific need, let us know. Chances are very good that we can provide an affordable answer.

If you have any questions, our technical support people will help you get the most out of our innovative products.

Here are just a few of the custom features we have developed for our clients:

- Custom Letters to district offices
- LOBBYCARD™
- FAX-BACK™
- LOBBYWRITE™ for Windows 95
- Importing from customized databases
- Generating a one page advocate "Thank You Letter" and copy of LOBBYGRAM™



The first step in reaching legislators.

We take your list—size doesn't matter—match individual addresses with Upper State House, Lower State House and Congressional districts in all 50 states. LOBBYMATCH™ saves you an incredible amount of time and puts your lobbying effort in the right direction.

All you do is provide PPC with your list on disk in ASCII, dBase or Microsoft Access file format. We'll return your file with all the original information plus the district matches including the names of the specific legislators. From there, you can begin your grassroots lobbying campaign. Telephone and fax numbers as well as e-mail addresses are also available.

Confidentiality is not a problem. Your list is always secure because our computers are not accessible remotely. For that added bit of security, PPC provides you with an affidavit stating that we've returned all of your records and that your list was never disclosed to any other group or entity.

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"A California firm took two weeks to match our membership list of 392 records. They told us that the list was bad and that they were able to match the list with a 37% accuracy level. PinPoint Communications re-matched the same list with a 99% accuracy rate. Equally impressive, they did it in one day and at half the cost of the California firm. I have since recommended them to several of our clients."

Gene DeSantis, Lobbyist
Malkin & Ross
Albany, NY



You have an issue. You have a list.

But you don't have the in-house resources to effectively wage a grassroots lobbying initiative. Just think of PinPoint Communications as your out-of-house organizing staff. First, we run your list through our LOBBYMATCH™ program. Then, our LOBBYWRITE™ v. 3.1 for Windows, which covers all 50 states, generates hundreds or thousands of completely unique letters that are signed by the people on your list—advocates, stakeholders, members, employees, etc. Matching envelopes are also provided. This service also dovetails well with organizations that utilize a telemarketer to generate support for an issue.

PinPoint's LOBBYGRAMS™ are similar to our customized letters but are mailed unsigned legislators and policy makers. We use LOBBYMATCH™ to prepare your list and then generate concise messages that look like telegrams. LOBBYGRAMS™ get the immediate attention your effort needs.

If you need same day message delivery, PinPoint's LOBBYFAX™ program will do the trick. Customized messages from your list will be faxed directly to State Legislative, Congressional and other elected or appointed officials' Capitol Hill or district offices.

Perhaps postcards are the way you want to convey your message. Our LOBBYCARD™ program prepares postcards with target and return addresses while leaving the back blank for powerful personalized hand written messages.

"PinPoint Communications developed their LobbyCard Services just for my clients. We flooded the legislators with post cards containing very personal hand written messages."

Monica Miller
Government Relations Health Care Consultant
18 States



Imagine
political action
on the web
in real time.

That's what LOBBYNET™ provides. We've developed the World Wide Web's premier interactive political advocacy tool. Easy to use and incredibly interactive, LOBBYNET™ is incredibly friendly to the novice browser and the experienced net user alike.

"PinPoint Communications provides an extremely valuable service. We expect PinPoint's LOBBYNET™ to add significantly to our web site."

Shelley Caplan, Communications Associate
The National Center For Tobacco-Free Kids
Washington, DC

LOBBYNET™ takes your grassroots lobbying initiative into the 21st century with a bang!

Your advocates and stakeholders link to PinPoint's LOBBYNET™ web site from your web site. The advocate answers a few questions and then has the choice of sending customized

e-mail, letters, grams or faxes to his or her legislator. The potential for maximizing your grassroots lobbying effort is limitless with LOBBYNET™. Imagine the impact you'll have on the targeted elected and appointed decisions makers you want to reach.

LOBBYNET™ is available for all 50 states. We have the e-mail addresses of every legislator on the state and congressional level. Take the time to visit our LOBBYNET™ demo at www.pinpointc.com.

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Make
fund raising
for your initiative
a little easier.

We can also help make fund raising for your initiative a little easier as well.

One way of making an investment in an issue is to support it. PinPoint's LOBBYFUND™ Service can help fashion the right message so that your stakeholders not only communicate with their elected officials but support your efforts financially as well.

We take your list and run it through postal software for maximum postal savings. Working with you, we fashion a compelling case for giving. Each letter is personalized and has an easy to use tear-off response device with their name and address already on it. All they have to do is check off an amount, write out a check to your organization and mail it in the response envelope provided. It's just that easy.

Direct mail is considered the most ethical way of raising money. There's no hard sell. There's no one on the phone asking for money. Your supporters get a letter and the final decision is theirs to make.

"We give all of our LobbyGram projects, including fulfillment, to PinPoint. Nobody is more conscientious or does it better."

Linda Laughter
National Accounts Manager
TeleServ, Corp.
Fairfax, VA

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PinPoint Communications

also provides a host of other ancillary services to help support your grassroots lobbying efforts.

Turnkey Custom Services

PinPoint can manage your entire project including grassroots strategy development, recommending lobbyists, drafting letters, public relations and telemarketing, if that's what you need. This service is available on a limited basis. Please contact PinPoint for more information.

Action Alert Service

Sometimes immediate action is needed on an issue. PinPoint will contact your members or advocates by broadcast fax or e-mail. We'll alert them to a major event and let them know what needs to be done. Follow up can be made via fax, letter, gram, e-mail or phone.

Broadcast faxing services are also available to groups that have interests in areas outside of the political arena. Financial organizations, investment firms, manufacturers, and buyers clubs find this service an attractive and cost effective way of notifying their clients or customers of opportunities or events.

Database and Advocacy List Management

When PinPoint runs your list through LOBBY-MATCH™, we also clean and standardize it. We can maintain your list for you, making all the necessary additions, deletions and changes that you send in. We can also provide numerous customized reports based on your needs.

1-800-Telemarketing Services

PinPoint isn't a telemarketer but we work with some of the best in the country. We would be glad to make a recommendation or manage your telemarketing project. Please contact PinPoint for further information.

Fax-Back™ and Advocate Interview Services™

These services are great for small business coalitions, professional associations, and chambers of commerce. Advocates respond to an issue-driven survey which is either mailed to them or conducted over the phone. The individual surveys then serve as the basis for creating targeted custom letters to their elected officials. The letters are faxed back to the advocate for editing, reproduction on company letterhead and signing. It's just that easy for busy entrepreneurs to be a part of your letter writing campaign.

Our FAXBACK™ and ADVOCATE INTERVIEW SERVICE™ was a program originally developed by a client which proved to be too labor intensive and error prone for them to implement. They asked us for help. We spun our programming and database magic, and as a result developed one of our most sophisticated and successful services yet.

"PinPoint really made our grassroots efforts on workers' compensation and property tax reform possible. Their flexibility allowed us to make effective use of a relatively small budget and, with PinPoint, we knew the project received personal attention. The promised components of the campaigns were delivered on time and on target."

Mick Fleming, Director of Regional Affairs
The Business Council of New York State

For More Information



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