Quorum

Evaluating Public Affairs Software?

There are a lot of options on the market for legislative tracking, grassroots advocacy, and stakeholder management, and choosing the right one for your organization is critical to your team's future success.

Here's what to look for when evaluating potential partners
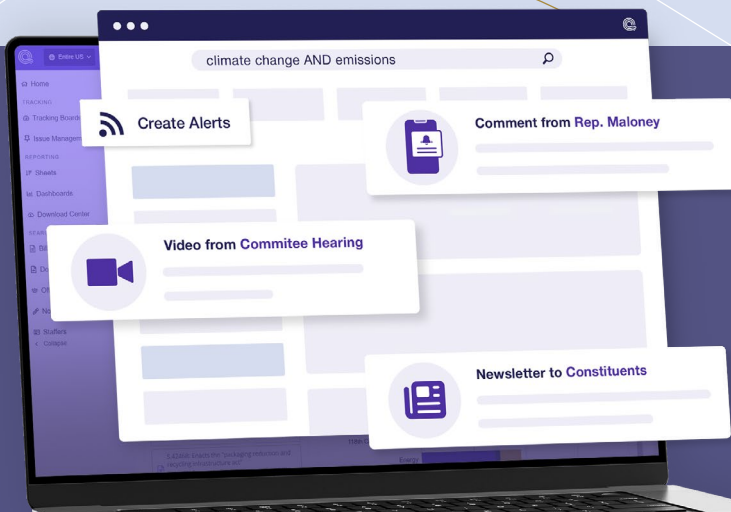
Data & Accessibility

You can't afford to miss a mention. You need reliable data and an easy to use search function to ensure you get the results you need, when you need them.

Make sure your vendor offers:

- Boolean search logic
- Federal & state legislation/regulations tracking
- Local agenda tracking
- Congressional hearing transcripts within 60 minutes
- Facebook
- YouTube (with transcripts)
- X
- Newsletters to constituents
- Press releases
- News articles
- Executive orders

climate change AND emissions

Create Alerts

Comment from Rep. Maloney

Video from Commitee Hearing

Newsletter to Constituents

With Quorum you can...

1 Find exactly what you're searching for
Set filters, create alerts, and make visualizations, all with a single click.

2 Reclaim your inbox
Customize your alerts with detailed filters and scheduling.

3 Never miss a mention
Get alerted to updates in the conversation, no matter where it's happening.

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Legislative Tracking

Legislative tracking can be overwhelming. You need a reliable partner who makes it easy.

Make sure your vendor offers:

- Full bill texts that are searchable by keywords
- A customizable workflow that makes it easy for your team to track 120,000+ state bills
- A visual system that displays legislation by stage, state, priority, or issue area
- Email and mobile alerts that can be customized by issue area, type of change, or bill by bill
- Side by side bill text comparison

> Quorum's tools, particularly its issue tracking and sheets features, have given us the opportunity to have a bird's eye view and the ability to go granular across the wide variety of issues we track. Quorum is first in class for state legislative tracking.
>
> **– Independent Review via Capterra**

With Quorum you can...

1 Access a flexible, ready-made system designed for staying organized
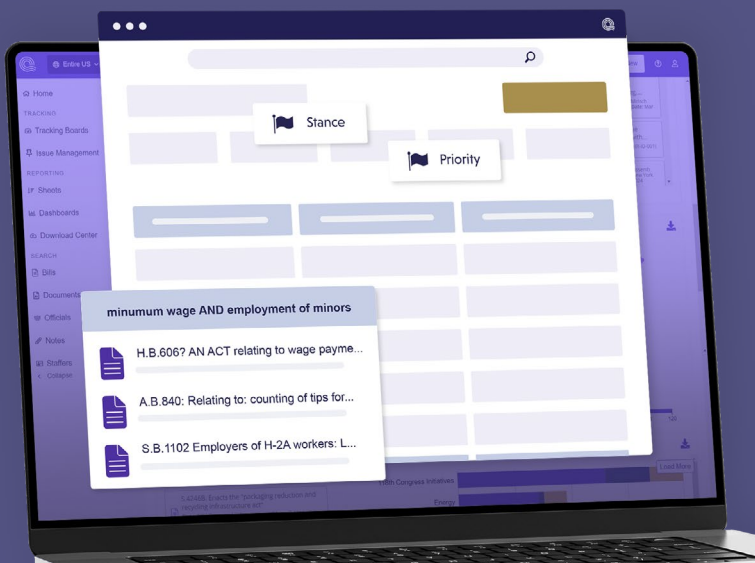Prioritize based on customized positions, issues, regions, and importance.

2 Understand high volumes of information quickly
Quorum's visual tracking system keeps you updated on multiple issues and regions at once.

3 Dive deep (but only when you need)
Rest easy knowing you can dig into bill text, votes, amendments, and more.

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Personalized Engagement

You need to know that your messages are reaching the right people at the right time.

Make sure your vendor offers:

- Up to date contact information for officials and staffers
- Email messaging to hundreds of contacts at once through individual email sends (instead of BCC)
- Automatic personalization for every email recipient (including name, district, etc.)
- Custom "from" and "reply to" fields that let you send emails on behalf of someone else and send responses directly to the relationship owner
- Email analytics showing opens, clicks, and unsubscribes
- Support on email best practices from a dedicated Customer Success Manager

" I couldn't do my job without Quorum! It easily integrates into each part of my advocacy work. From outreach to Congressional staff to organizing constituent outreach, Quorum helps make my day more productive.

– Rachel W., Policy Director

With Quorum you can...

1 Eliminate the guesswork
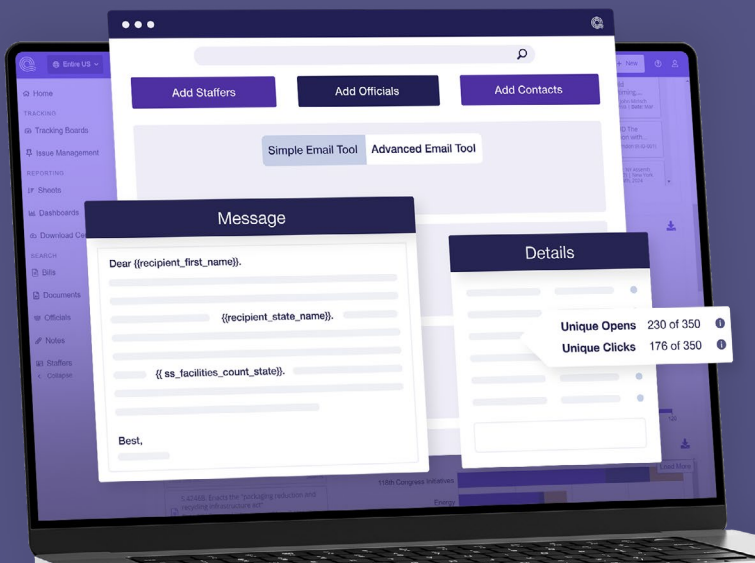See who opened your message and what they clicked on.

2 Reach your key audience
Send individualized emails (not BCC'd) to officials from your own email address.

3 Keep communications personal
Use autofilling placeholders to maintain a personal touch without the manual effort.

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Grassroots Advocacy

Get the attention of policymakers by elevating constituent voices.
Having a platform to acquire, educate, and activate supporters is mission-critical.

Make sure your vendor offers:

- Easily customizable action centers
- Federal, state, and local campaign targeting
- Ability to tweet directly at legislators
- Inbound and outbound advocate texting
- Relationship surveys
- Facebook, LinkedIn, and Instagram lead ad integration
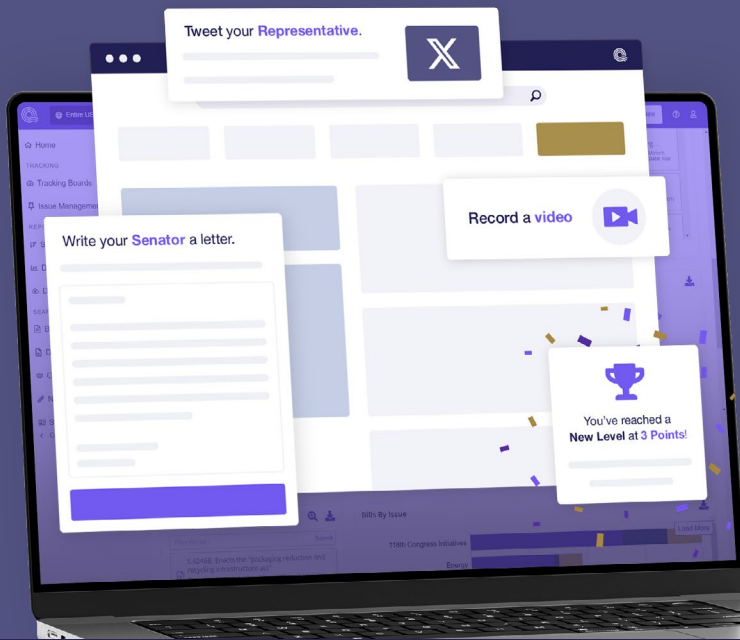- Gamification features that motivate advocates to take multiple actions

"

I love that we can do legislative tracking, grassroots campaigns, and external emails all through one platform. It makes it easier to track connected pieces of information, like bills and legislative champions. Our grassroots network has grown and the impact of our advocacy campaigns has also grown!

-Independent Review via G2

"

With Quorum you can...

Tweet your **Representative.**

Write your **Senator** a letter.

Record a **video**

You've reached a
New Level at 3 Points!

1 **Connect with new advocates who want to make a difference**
Social media lead ads bring new faces into the fold, and communication tools like outbound texting keep them feeling connected.

2 **Educate your supporters on the issues that matter most**
Share stories and keepadvocates engaged with gamified action centers and intuitive one-to-many emails.

3 **Activate your champions**
With 13 types of actions, Quorum offers the most ways to connect advocates to their policymakers so they can move the needle.

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Reporting

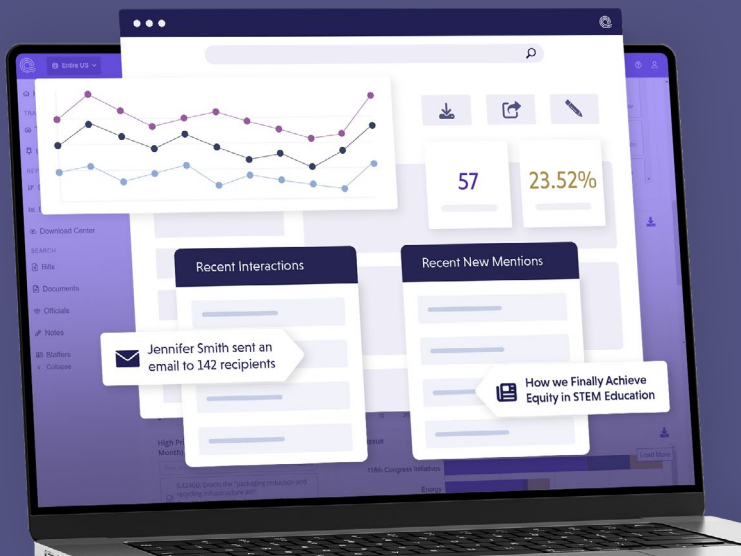Reporting shouldn't take hours. With Quorum, it doesn't.

Make sure your vendor offers:

- CSV downloads of bills and search results
- Auto-updating and customizable spreadsheets that let you easily track bills, member voting records, stakeholder interactions, and more
- Visual dashboards that make sense of all of your raw data and communicate your impact
- External sharing links so you can easily share your sheets and reports with anyone

Why do top government affairs teams choose Quorum?

All in One Place

Unrivaled Customer Success

Best in Class Software

With Quorum you can...

Recent Interactions

Jennifer Smith sent an email to 142 recipients

Recent New Mentions

How we Finally Achieve Equity in STEM Education

1 Save time and effort
Reports auto-update, so you can shift your focus from data entry to insights.

2 Make your data work for you
All of your data, whether it's legislative wins or advocate actions, can be measured in a single report to get to deeper insights.

3 One-click downloading
Convey the impact and ROI of your work with one-click, presentation-ready reports.

mastercard · American Heart Association · alpa · SIERRA CLUB · airbnb · TOYOTA · UNITED STATES OF AMERICA · Uber · DEPARTMENT OF THE AIR FORCE · WOUNDED WARRIOR PROJECT