

Meaningful Engagement
Begins With Understanding

foreAction

Constituent
Engagement
Software

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Catherine McKenney,
Ottawa City Councillor

*"It's easy to set up, simple to use,
and has the right mix of features
we need to manage our data and
engage effectively with our
constituents."*



FEATURE SUMMARY



Intelligent Lists

- Segment constituents based on their interests, attributes, or similarities.
- Create lists quickly, using a drag-and-drop list builder.
- Send meaningful content that is relevant to your constituents.



MailChimp Email Integration

- Use MailChimp to design email newsletters and track your results.
- Push foreAction contact lists into MailChimp.
- Create new targeted email marketing campaigns quickly and easily.
- "Tag" constituents based on the email content they interact with (opens and click-throughs).



Case Work Management

- Quickly create a case, categorize it, document the details, and assign it to the right staff member.
- Stay on top of constituent interactions.
- Maximize your team's responsiveness and efficiency.



Simple User Interface

- Responsive web design for use on any device
- Use "search-as-you-type" look-up to quickly locate contacts
- Consolidate all your existing data with simple data import tools.

CRM Campaign Management and Case Management all in a single system

Contact and Case Management Software for City Councillors

foreAction is a cloud-based contact and case management system designed for Canadian political organizations. Whether you're running a municipal election campaign or managing ongoing engagement with the constituents in your ward, foreAction can help.

It simplifies the process of collecting and managing data; documenting and tracking interactions; building segmented lists; and conducting constituent outreach activities, whether in-person, by email, or by phone.

**A simple tool for all your constituent data,
accessible from anywhere**

Getting a handle on your data can be a huge challenge. Too often, valuable information about your constituents is stored in your inbox and a variety of Excel files. foreAction lets you keep all your data in a cloud-based system that you and your team can access from anywhere, from any device, using only a browser.

You can create and manage contact records for your constituents and any other people and organizations you regularly engage with. You can store basic information like street address, email, social media IDs and phone number. You can also capture detailed information about any past interactions and activities.



Built and hosted in Canada, with full support for French and English, foreAction is a local choice that meets the unique needs of Canadian city Councillors.

01

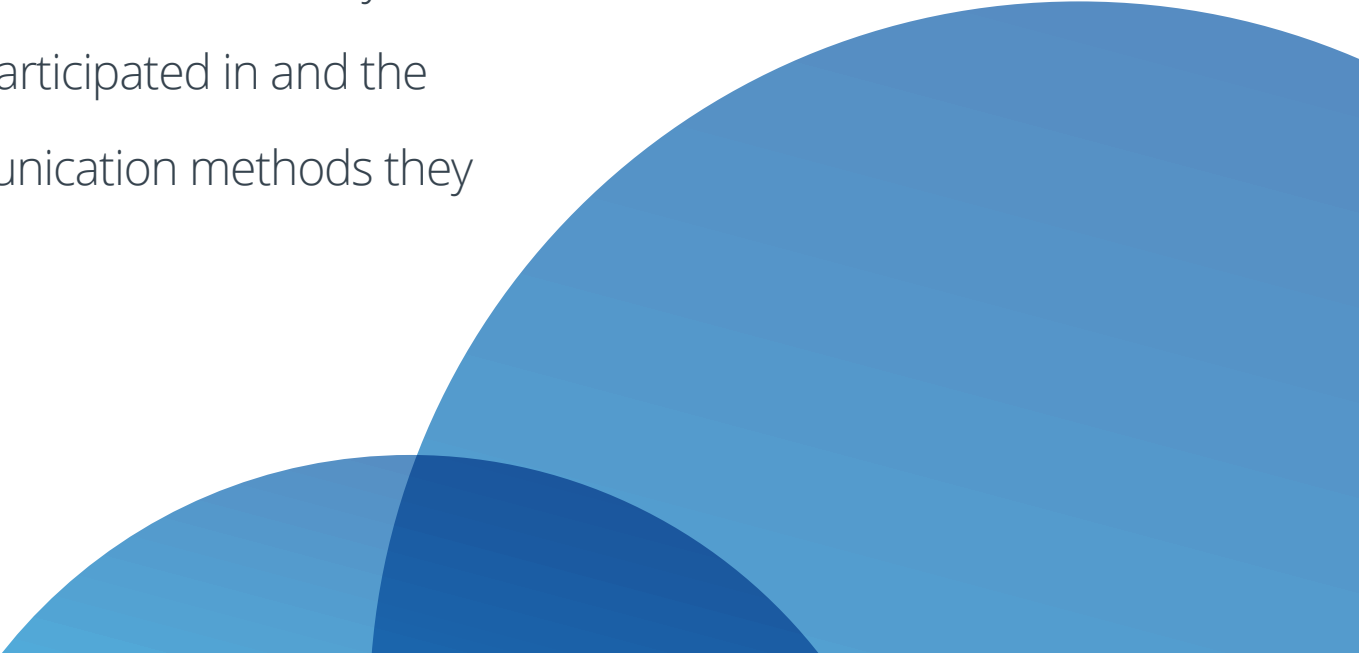
Centralized constituent data

foreAction lets you capture a wealth of useful data about each constituent, such as their street address, email, social media accounts and phone numbers. You can also track the events they have attended or activities they have participated in and the communication methods they prefer.

02

Powerful Tagging

Using a simple drag-and-drop interface, you can quickly identify constituents based on any criteria, such as their interests, their community involvement, and the issues they care about.



03

Managed outreach

foreAction gives you the tools to plan, execute and track the effectiveness of communications activities. You can engage with people on your lists using the method you choose, whether in person, by phone or email.

04

Targeted Messages

Get the right message to the right people at the right time. foreAction enables you to create segmented lists of people who share the same characteristics and care about the same issues.

**RICH
CONSTITUENT
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