

CallFire

CallFire Fuels Wisconsin Labor Debate

Political Groups Use CallFire to Gauge Voter Interest in Recalling State Senators

03.07.2011 – SANTA MONICA, CA - As labor protests in Wisconsin begin their third week, political groups are testing the waters to gauge voter interest in recalling state senators. Two such groups, the Progressive Change Campaign Committee (PCCC) and Democracy for America, struck first by using CallFire to send automated calls to 50,000 constituents in five Wisconsin state-senate districts.

The calls were programmed using [CallFire's IVR Designer](#), a simple drag-and-drop interface which records keypad inputs, gives voice prompts, and makes it easy for the called party to transfer directly to their state senator's office.

Listen to the automated phone survey [here](#).

Adam Green, co-founder of PCCC, revealed to MSNBC that initial results show 59.7% of voters would support recall efforts if the targeted state senators ultimately support Gov. Scott Walker's bill, S.B.11. Green was able to see the survey results in real-time through CallFire's campaign dashboard.

The CallFire campaign dashboard also shows insightful statistics including number of call transfers placed, average call duration, and geographic distribution of calls.

Michael Snook, Director of Targeting and Analytics for PCCC noted, "CallFire made it possible for us to produce and deploy this effective advocacy campaign—quickly, and on budget. With [CallFire's simple, flexible XML environment](#), we were able to design a campaign that would connect with thousands of Wisconsin voters to voice their support for

working families against Republican class warfare, and offer them the opportunity to connect directly with their elected officials.”

Any political group can use CallFire for voter outreach, volunteer phone banking, and even text messaging campaigns. CallFire can power thousands of calls per minute, allowing campaigns to reach thousands of voters almost immediately and get near-instantaneous feedback.

For information, visit CallFire.com.

ABOUT CALLFIRE: CallFire provides a reliable, enterprise-grade VoIP platform that powers voice broadcasts, call centers, call tracking, and text messaging campaigns. With a staff of 15 employees, CallFire has over 30,000 customers including political groups, non-profits, insurance agents, small business owners, and marketers. Headquartered in Santa Monica, CA, CallFire is dedicated to providing high-availability systems, intuitive user interfaces, furious developer support, and unparalleled customer care in order to transform how companies do business.

Twitter Pitch

Political groups send 50,000 calls to gauge voter interest in recalling Wisconsin State Senators

News Facts

CallFire has over 30,000 customers including political groups, non-profits, insurance agents, small business owners, and marketers.

Other notable CallFire political clients include MoveOn.org, Equality California, and many electoral campaigns

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Resource Links

[Adam Green on MSNBC](http://www.msnbc.msn.com/id/21134540/vp/41858255#41858255)

<http://www.msnbc.msn.com/id/21134540/vp/41858255#41858255>

[CallFire](http://www.callfire.com) (<http://www.callfire.com>)

[CallFire XML](http://www.callfire.com/dev/index.php/CallFire_XML_Documentation) (http://www.callfire.com/dev/index.php/CallFire_XML_Documentation)

[CallFire's Hosted IVR](http://www.callfire.com/dialer/cm/info/hosted_ivr.html) (http://www.callfire.com/dialer/cm/info/hosted_ivr.html)

[Democracy for America](http://www.democracyforamerica.com/) (<http://www.democracyforamerica.com/>)

[Listen to the Automated Phone Poll](http://www.youtube.com/watch?v=rtE1GgKfj_q&feature=player_embedded) (http://www.youtube.com/watch?v=rtE1GgKfj_q&feature=player_embedded)

[Progressive Change Campaign Committee](http://boldprogressives.org/home) (<http://boldprogressives.org/home>)

[Progressives Target GOP State Senators - Talking Points Memo](http://tpmdc.talkingpointsmemo.com/2011/03/progressives-target-gop-state-senators-in-wi-with-recall-threat.php)

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Tags

[wisconsin](#), [labor](#), [unions](#), [collective bargaining](#), [politics](#), [survey](#), [telecom](#), [robocall](#)

About & Contact

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