

# Think **Voting**<sup>TM</sup>

The Miami Herald 

A New Way to Mobilize Voters



Our mobile platform will revolutionize the way voters, candidates, election administrators, news and civic organizations participate in the electoral process.

 **Knight Foundation**

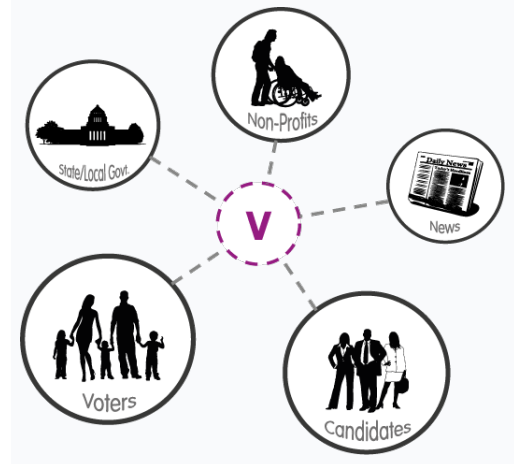
PROTOTYPE FUND APPLICATION

21ST CENTURY ELECTION TOOLS

# The Voting App

The Voting App is the most powerful election tool ever developed. After two successful pilots, it is ready to revolutionize the way we all participate in 21st Century elections!

The Voting App consolidates scattered information from election offices, civic organizations, news media, and candidates into a single place, right in the palm of each voter's hand!



## A New Way to Mobilize Voters

Getting informed and to the the polls has never been easier. The Voting App provides every voter with the **Who, What, When, Where & How** for elections!



## Who?

Learn exactly **who** is on your ballot. Compare candidates side-by-side on a range of aggregated criteria. See info from candidates, voter's guides from civic organizations, videos, news articles and editorials, and much more.



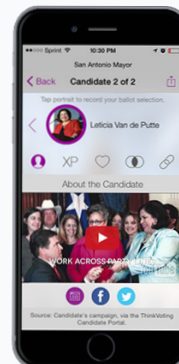
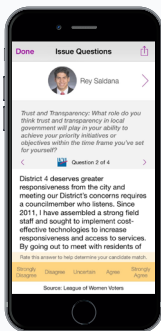
## Candidate Info:

Candidates have a free platform to provide basic information about thier campaign. See videos, experience, endorsements, calendars, and more.



## Candidate Match:

Review candidates responses to issue questions from several organizations. Rank candidate responses to the issues that matter most to easily see which candidate is the best match for you.



## & much more:

Candidate comparison info is extensible and customizable.

Info such as fact checking, campaign finance and vote history can also be included.



Just enter your address and *The Voting App* will deliver your **customized sample ballot** with all of the offices and ballot measures you are eligible to vote on.

# The Voting App *Who, What, When, Where & How of Elections*

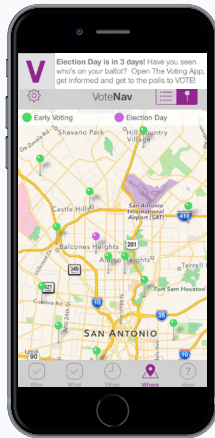
## What?

Discover **what** ballot measures and propositions are on your ballot. See plain language explanations and view pros and cons for any new proposed legislation. Come to the polls informed to make the best decision possible.



## When & Where?

Never miss an important deadline or event again. Automatic reminders of **when** key dates and events are happening. Easily find **where** your eligible polling places are, and get directions all the way there.

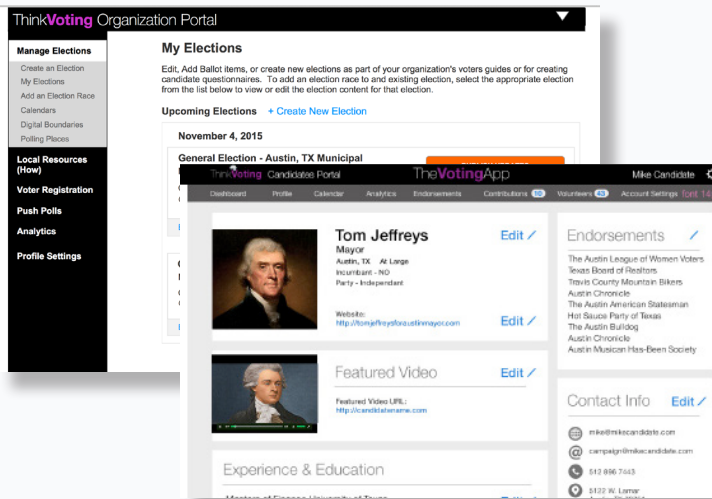
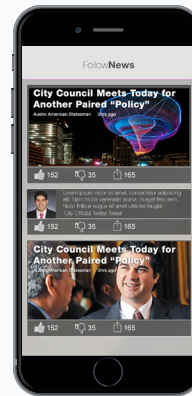


**V** Election Day is in 3 days! Have you seen who's on your ballot? Open The Voting App, get informed and get to the polls to VOTE!

*Automatic push notifications*

## \*News Feed:

Stay up to date with the aggregated news feed. Follow candidates and issues to see relevant news articles and social media posts across the election.



## Content Management

You don't need to be tech saavy to manage your content delivered to The Voting App. Our powerful content management system for organizations, government offices and candidates is easy to understand and use. Uploading, sharing, and managing content is easier than ever!

## Content Partners

ThinkVoting is partnering with the Miami Herald and the League of Women Voters to deliver the most powerful mobile platform for voter information ever created. We need Knight's help to build a model to scale to other regions across the country.

