



Victory VoIP™ Improved Volunteer Phone Banks and Quick Deployment Aided the Campaign's Strong Momentum during Final Two Weeks

- With lackluster results early in the Brown Campaign, Victory VoIP's superior technology was strategically deployed on a massive scale late in the Campaign and maximized the use of a volunteer groundswell.

Abstract – Scott Brown Wins with Victory VoIP – January 19, 2010

The Victory VoIP (voice over internet protocol) phone bank system recently took another big step forward in meeting the communication needs of conservative political campaigns. Its user-friendly technology empowered volunteers to achieve and exceed essential voter contact goals in the final weeks of Scott Brown's dramatic Massachusetts Senate win. In the Brown Campaign, Victory VoIP's strategic value emerged in four primary ways:

- 1. Victory VoIP Played a Key Role in Scott Brown's Historic Campaign.** Scott Brown's January 19, 2010 bid for "the people's seat" in Massachusetts was unprecedented, significant, and consequential for many reasons. All of America experienced the "[Massachusetts Miracle](#)," and we are very pleased that Scott Brown's Campaign deployed the Victory VoIP phone bank system to help win a U.S. Senate seat held by Democrats for over half a century (since January 1953 when John F. Kennedy was seated).

How did Victory VoIP perform? It enabled the Brown campaign to take full advantage of a flood of volunteers, and effectively communicate with voters. Victory VoIP's high-utility features provided mission-critical functionality for Scott Brown's campaign team, and leveraged their successful online, fundraising, and advertising strategies. Brown's historic election – a national referendum against Washington D.C.'s big-government agenda – not only broke Democrats' filibuster-proof Senate supermajority, but demonstrated that voters respond when good candidates *effectively* deliver a strong "small-government" message.

Despite solid credentials, the right personality, and a lot of determination, Scott Brown was a Republican in Massachusetts; and experience suggested he had little chance of becoming a U.S. Senator. Only 11% of Bay State residents are registered Republicans. With these remarkably low starting odds, Victory VoIP's role was essential in the final two weeks to triggering "the Scott heard 'round the world." American voters have arrived at a tipping point over the scale and role of government – and Victory VoIP is there on the ground to help deliver elections for conservative candidates.

2. Rapid System Deployment was Primary Tactical Advantage.

With limited resources until very late in the campaign, the Scott Brown Campaign used ordinary, lower-utility phone banks in 7 locations, which were provided and financed by the RNC at no charge (basic systems). But, as things heated up rapidly in the Campaign's last month, increasing campaign contributions provided the funds needed to seize the gathering momentum. To fully leverage the very short time remaining before the election, the Campaign needed additional highly efficient and dependable phone banks quickly set up and operational. There was no wiggle room on implementation; quick deployment was critical in this fast-evolving campaign. Fortunately, the Brown Campaign was already familiar with the Victory VoIP phone bank's advantages, having used one for some months courtesy of another campaign.¹

While other phone bank systems were available in Massachusetts, their technological limitations prevented immediate deployment. The rapid deployment features of Victory VoIP were essential. The Brown Campaign's first order was placed on Monday December 28th, and within 48 hours two Victory VoIP units with 14 phones each were delivered and set up on the 31st, establishing two new phone banks (for a total of three systems including the Hudak phone bank). The Brown Campaign's next order, for another 182 Victory VoIP phones, was placed on January 9th. This order both expanded the first three phone bank systems by adding phones, and added new phone banks 4, 5, and 6. By Tuesday the 12th, 20 of these phones were installed and making calls. The remaining 162 phones arrived in state on January 14th, were set up that day and evening, and were making calls on the 15th. Deployment unfolded without a hitch.

Victory VoIP phone bank hubs² were established quickly, with 210 Victory VoIP phones for volunteer calling. Hubs were staged in two hotel ballrooms (50 each), one banquet hall (50), and three other locations (60 among them) throughout the state³, enabling volunteers to easily gather and work near

Scott Brown Wins Decisively with Victory VoIP!

Rapid Deployment as a Tactical Advantage. Needing to respond quickly to surging support in the last two weeks of Massachusetts' special election for US Senate, the Scott Brown campaign turned to Victory VoIP for quick turnaround and maximum results. With just two days' lead time, the campaign was able to deploy five more Victory VoIP systems with 202 additional phones quickly enough to capture the tidal wave of support. This tactical advantage was unanticipated and unmatched by Brown's opponent. The result was clear.

"We rapidly deployed over 200 VOIP phones in 2 days throughout Massachusetts for our GOTV program. In addition, Victory VoIP's unique technology increased our volunteers' efficiency over cell phones and other VoIP systems in state. In our late-breaking election, our phone program was essential to persuading undecided voters to vote for Scott."

- Pete Fullerton, Political Director
Scott Brown for Senate

¹ Bill Hudak for Congress (MA, 6th Dist.) made its headquarters Victory VoIP phone bank available to Scott Brown under a loan arrangement.

² A Phone Bank "Hub" is a temporary volunteer phone bank established regionally in strategic locations, often in a hotel conference room, for easy access by volunteers, and typically features one Victory VoIP unit, and as many phones as needed. The Phone Bank Hub is a novel concept developed in conjunction with Victory VoIP's technology. This tactical VoIP deployment was first used in Bob McDonnell's November 2009 Virginia Governor's win.

³ These locations included ... [identify the locations by city name]

where they were staying. The nature of these locations and the Victory VoIP technology enabled quick ramp up, which proved essential.

- 3. Phone Bank Hubs Refined and Improved.** Scott Brown’s Campaign website simplified volunteer sign-up, identified the phone bank locations (hubs), and provided links for prospective volunteers identifying local phone bank coordinators for easy direct contact. This greatly increased the number of phone bank volunteers and facilitated their participation. The number of volunteers was double the number of phones, thus covering multiple shifts.

The Campaign and its volunteers preferred the Victory VoIP system by far over the older basic systems used in other locations, primarily because of Victory VoIP’s volunteer-focused ease of use and very short learning curve. According to trainers who worked with volunteers on both Victory VoIP and basic systems, those using Victory VoIP had a far shorter (minimal) learning curve, and were capable of stepping into action almost immediately. The Victory VoIP phone banks are intuitive enough that anyone can be an expert in 15 minutes. By comparison, two staffers managing 25 basic phones did nothing but assist users in learning the basic systems for hours at a time (wasting many volunteer hours).

Brown’s fast-moving campaign exploded in its last two weeks, and the Victory VoIP phone banks both kept pace and seized the momentum by maximizing communication. Victory VoIP technology (which led to the regional phone bank hub concept) enabled quicker tracking and sharing of live statistics, and impressively increased volunteer calls per hour to between 74 and 93 for persuasion and GOTV calls respectively. While Bay Staters had not historically received political phone calls, and the state GOP lacked a statewide calling infrastructure, the quickly-deployed Victory VoIP phone banks enabled volunteers to efficiently get effective messages to voters.

Affordable and quickly-deployed Victory VoIP phone bank Hubs also permit campaigns to avoid a common cultural problem that often arises when older basic phone bank systems are managed by different layers of authority, each concerned with different priorities (e.g., an experienced on-the-ground manager reaching his stride and attaining a level of success is re-directed by an RNC Marshall coming in from outside the campaign). With Victory VoIP these different managerial interests no longer need to share the same system, or the same volunteer groups, but can instead each supervise and direct their own independent hub, thus reducing the prospect of internal system-usage conflicts. Hubs can also be configured to accommodate such priority differences.

- 4. High Conversion Rate.** As momentum, media attention, and support for Scott Brown grew, the electorate became highly charged and attentive. Observations on the ground at Victory VoIP phone banks strongly suggested that the “conversion rate” (converting an undecided voter into a vote for Scott Brown) in the campaign’s last few days was *very* high, especially given that only 11% of registered voters in Massachusetts are Republican.

Volunteers Persuaded Voters.

Here's how the Scott Brown campaign did it:

Using Victory VoIP’s cutting-edge technology instead of less efficient traditional methods, volunteers connected directly with undecided voters in an effort to persuade them to support Scott Brown. The superior phone bank technology enabled volunteers to make over 74 persuasion calls and 93 GOTV calls an hour, reaching 490,399 households with approximately 780,000 voters.

In a race with a 109,425-vote margin of victory out of 2,249,026 ballots cast, these empowered volunteers made a real difference in bringing Scott Brown to victory.

Converting an undecided voter requires persuasion and the ability to clearly present real, relevant facts to voters, which in turn requires an opportunity to be heard. Scott Brown's volunteer callers had the tools needed to seize that opportunity by connecting with and persuading voters efficiently. Victory VoIP enabled caller volunteers to quickly take advantage of statistics, facts, and detailed information compiled on the fly as events were unfolding, by accurately and swiftly relaying it to voters. Delivering such information to voters in a compelling format empowered Brown's callers.

Victory VoIP's impressive calls per volunteer hour enabled the campaign to quickly reach significantly more people than other systems; by targeting unaffiliated voters, and reaching larger numbers of people, the campaign had more opportunity to persuade and convert the undecided. The campaign also identified a statistically significant number of Republicans who weren't planning on voting because they presumed Scott Brown would win the race, and persuaded them to get out to the polls and vote.

Lesson: Even though campaigns traditionally haven't focused on persuasion, volunteers *can* persuade voters, and Victory VoIP helps them do that efficiently, and very successfully.

Results / Outcome

In a stunning upset victory the likes of which American politics rarely witnesses (some called it an "epic" victory), the people of Massachusetts revealed their true colors and turned the "People's Seat" over to Republican Scott Brown by a 5% margin (52 – 47), a 31-point swing from Democrat Obama's 26 percentage point win in the November 2008 presidential election. Brown's swift rise in reliably deep blue Massachusetts has startled Democrats nationally, and is a likely harbinger of the benefits of effective political communication in the 2010 midterms and beyond. The highly effectual voter communication enabled by Victory VoIP was essential in seizing the momentum and turning the tide for Scott Brown. Victory VoIP was again able to meet and exceed all phone bank performance expectations.

"When there's trouble in Massachusetts, rest assured there's trouble everywhere ... and they know it," Brown said on election night, and Victory VoIP will be there to help stir it up.

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