



# 2022 ONTARIO ELECTION CLIENT SERVICE GUIDE

---

## CONSULTING, DESIGN, OUTREACH

© 2022 Constituent Manager (CM) Solutions Inc



**CONSTITUENT  
MANAGER  
SOLUTIONS**

(905) 410-2207

[contact@constituent.ca](mailto:contact@constituent.ca)

458B King Edward Ave, Ottawa, ON K1N 7M9

[www.constituent.ca](http://www.constituent.ca)

# MESSAGE FROM OUR PRESIDENT

---



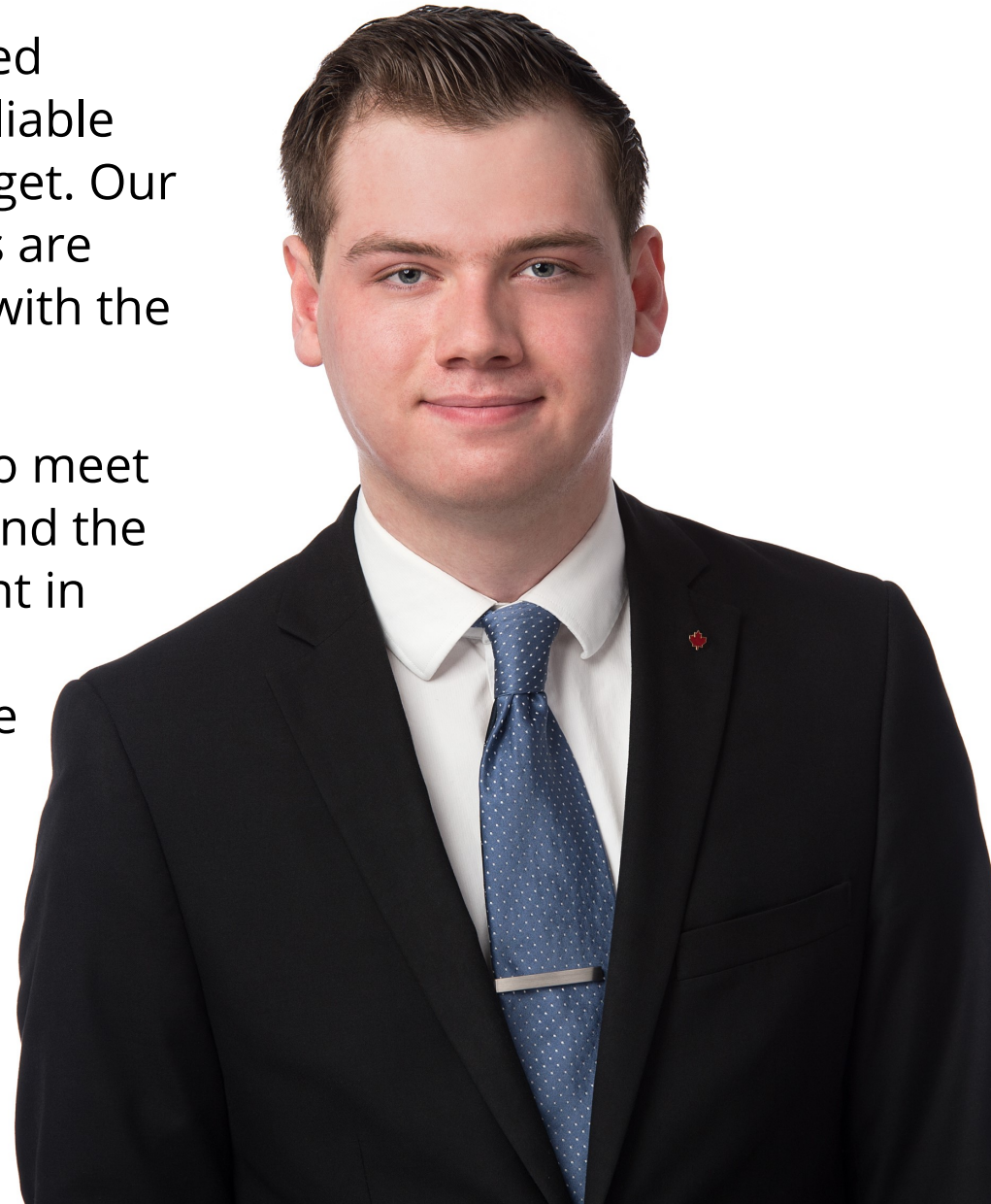
I want to thank you for taking the opportunity to consider doing business with our firm.

Constituent Manager Solutions is dedicated to providing provincial candidates with reliable services at an affordable rate for any budget. Our top priority is making sure that our clients are satisfied and that we are providing them with the highest level of customer service.

Unlike other firms, our team is available to meet your needs and respond to inquiries around the clock. Our goal, however, remains constant in that we will do what is necessary to help you and your campaign to succeed. Please take the opportunity to read through our client service guide to learn about how we can help you this election.

**Cameron Bonesso**

Managing Partner & President

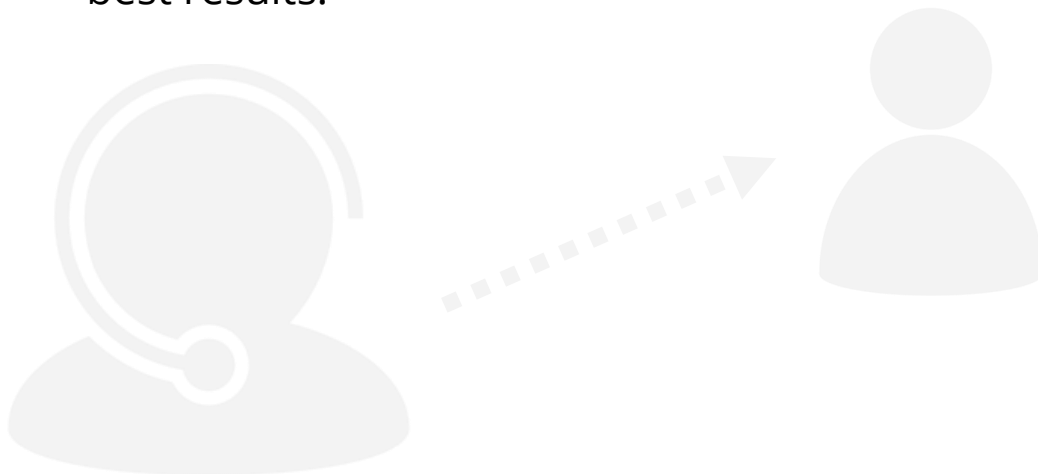


# OUTBOUND CALLING



Calling voters is an affordable and reliable way to collect data and solicit donations from supporters.

- We charge on a rate-per-call pricing model to ensure that you are only charged for calls that are actually made.
- Our live calling agents are the best in the industry with our agents being bilingual and highly trained. We do not use temp workers.
- We utilize VOIP technology for quality calling and use local numbers to make outbound calls.
- Simply provide us with a list of contacts and we'll call through the list at peak calling hours to get the best results.



## CALLING RATES

### **Voter ID & GOTV Calling:**

\$0.43 per call made

### **Constituent Outreach Calling:**

\$0.43 per call made

### **Membership Sales Calling:**

\$0.53 per call made

### **Fundraising Calling:**

\$0.53 per call made\*

\*Charged at a rate of \$0.53 per call in addition to 10% on all donations collected.

# VOICE BROADCASTING

---



A voice broadcast, also known as a robocall, is an effective way to get your supporters out to vote or to let constituents know about an upcoming event.

- Record a brief message or have one of our team members record one on your behalf to be sent out to your contact list.
- We use local numbers with each broadcast to increase answer rate.
- Choose the date and time to send the broadcast out or let us send it during the most optimal time.
- If no one picks up on their end, the broadcast will automatically be sent to their voicemail so it can still be heard.



## BROADCASTING RATES

---

**Voice Broadcast:**  
\$0.15 per call\*

**\*Charged at a rate of \$0.15 per broadcast of 60 seconds or less. Additional fees apply for broadcasts over 60 seconds in length.**

# SMS / MMS OUTREACH

---



When it comes to reaching out to the most amount of people in the shortest period of time, nothing beats an SMS or MMS blast.

- Blasts are most effective for doing voter ID or getting your supporters out to vote.
- We use dynamic text blocks to create the appearance that your message is being sent from a local number.
- Craft your own message or let one of our consultants help you with your messaging for a small fee. It's as easy as providing us with a list of mobile numbers to send the message(s) to and we'll handle the rest.
- Replies and responses will be organized into lists by our team so you can easily enter them into your client / constituent relationship manager (CRM) such as NationBuilder.



## MESSAGING RATES

---

### **SMS Blast:**

\$0.08 per message\*

### **MMS Blast:**

\$0.23 per message

\*Charged at a rate of \$0.08 per message sent of 131 characters or less.

# GEOMAPPING & POLL ANALYSIS

---



If your campaign is not doing digital mapping and poll analysis in today's digital age, you're falling behind.

- We work with you to create a dynamic, digital riding map to track your canvassing progress and polls of interest.
- Easily track the placement of large lawn signs and organize canvasses based on polls.
- Our poll analysis allows you to target areas where we anticipate that you'll have the most supporters based off of data from previous elections and current voter trends.
- Ability to share access to your map with the rest of your campaign team and use your map offline on mobile devices.

## SERVICE FEES

---

**Provincial Riding Map:**  
\$200 per map



# POLITICAL COMMUNICATIONS

---



Having the right messaging is as important as knowing the right way to communicate your message. We can help you with both.

- Consultants experienced in political communications and social media are available to provide support to your campaign, office or organization.
- We can help design literature pieces, social media graphics, draft fundraising letters and provide general copywriting services amongst other communications products.
- In-house printer available to help with direct mailing services at an affordable rate.
- Need assistance navigating the media? We can also create media distribution lists and write press releases that will catch the attention of journalists and voters alike.



## CONSULTING FEES

---

Contact us for a quote for the service you require

# CAMPAIGN CONSULTING

---



Our team of skilled political consultants will build you a winning campaign.

- Consultants experienced in policy, finance and campaign management are available to provide advice and support to your advocacy or political campaign.
- We will work with you to develop a strong voter contact plan and policy platform.
- For digital campaigns, we deploy a pressure point digital campaign that amplifies your message and builds momentum.
- We can create landing pages to highlight specific issues or create digital petitions to collect data and garner support for your cause.
- We can also help with research and field organizing by mobilizing volunteers and building your donor base.



## CONSULTING FEES

---

Contact us for a quote for the service you require



# AFFORDABLE OFFICE SUPPLY

---



Arm your campaign office with quality office supplies from trusted vendors at affordable rates.

- We source our office supplies directly from trusted vendors such as Grand & Toy or from firms that have had a surplus of supplies and have since gone out of business. This allows us to sell our products to our clients at very affordable rates.
- Our selection of office supplies includes unfranked envelopes and stationery, quality coloured pens, notepads, markers, tape, hand sanitizer, disposable face masks, staplers, paper Canadian flags, etcetera.
- Simply place an order with us and we will express ship your office supplies to your campaign office or other designated location from our office here in Ottawa.



## SUPPLY FEES

---

Contact us for a quote for the product you require

# ADDITIONAL FEES



Additional fees may apply for certain services.

## OUTBOUND CALLING

**Local Caller ID Number Rental:** \$3 per month

**Custom Voicemail Recording:** \$10 per recording

## VOICE BROADCASTING

**Local Caller ID Number Rental:** \$3 per month

**Custom Broadcast Recording:** \$10 per recording

## GEOMAPPING & POLL ANALYSIS

**Map Maintenance:** \$15 per month

**Riding Poll Analysis:** \$250 per riding

## SMS / MMS MESSAGING

**Local Texting ID Number Rental:** \$3 per month

Ready to start working with us? Give us a call at **(905) 410-2207** or **[click here](#)** to schedule a consultation to discuss how we can help you.