

FOR ORGANIZATION LEADERS &amp; MEETING HOSTS

# Your Meeting Is the **Most Powerful** Advocacy Moment You're Not Capturing

You've already done the hard part — gathering motivated people in one room. A VoicePetition QR code turns that energy into verified constituent calls delivered directly to your legislators. Right now, before anyone walks out the door.



## THE PROBLEM

### When You Say "Please Call Your Legislator" — Most People Never Do

Meeting attendees are motivated in the moment — they're nodding, they care, they intend to act. But once they walk out the door, life takes over. Research on behavioral psychology calls this the "intention-action gap."

#### 01 THE DISTRACTION PROBLEM

Attendees leave with good intentions but no mechanism to act. By the time they're home, the urgency is gone. Kids, dinner, email — the moment has passed.

#### 02 THE UNCERTAINTY PROBLEM

People don't know what number to call, what district they're in, or what to say. Friction at any step kills follow-through. Most people never start.

#### 03 THE VERIFICATION PROBLEM

Even if they call, there's no record, no confirmation, and no way to prove constituent volume to your legislator's office. It's invisible pressure.

"A single phone call from a constituent is more impactful than dozens of emails."

— CONGRESSIONAL MANAGEMENT FOUNDATION

# The Verbal Ask vs. VoicePetition QR

<p><b>X "PLEASE CALL YOUR LEGISLATOR"</b> Verbal ask at the end of the meeting</p>	<p><b>✓ VOICEPETITION QR AT YOUR MEETING</b> Scan → record → done in ~60 seconds</p>
<p><b>~5-15%</b> Estimated actual follow-through. Most attendees intend to call but never do once the meeting ends.</p>	<p><b>60-75%+</b> In-room completion is dramatically higher. The social energy of the meeting — and peers doing it together — drives action now, not "later."</p>
<p><b>Unknown</b> No way to track who called, what they said, or whether they reached the right office.</p>	<p><b>Real-time</b> Live dashboard shows every completed call, every recruiter, every downstream signer as the campaign grows.</p>
<p><b>None</b> No verification. Legislative staff have no way to confirm callers are actual district constituents.</p>	<p><b>100%</b> Every signer confirms name and address and is matched to their legislative district. No bots, no out-of-district voices.</p>
<p><b>Zero</b> No mechanism for attendees to recruit others after the meeting. Growth stops when people leave.</p>	<p><b>Automatic</b> Every signer leaves with a personal recruiter link. Your 30-person meeting can grow to 300 through organic sharing — with automated reminders doing the follow-up work.</p>
<p><b>Separate</b> If you want donations, that's a whole separate ask — competing with, not reinforcing, the advocacy action.</p>	<p><b>Integrated</b> Optional "pay-it-forward" giving flows naturally from the advocacy moment. Fundraising and advocacy reinforce each other in a single user flow.</p>

## Where the Momentum Lives

Email-only advocacy CTA

~7%

Verbal "please call" ask at meeting

~10-15%

VoicePetition – email campaign

40-60%

VoicePetition – in-meeting QR (projected)

60-75%+

Email benchmark from VoterVoice 2024 Advocacy Benchmark Report (559M emails analyzed). VoicePetition completion rates reflect higher-commitment, self-selected audiences. In-meeting rates projected based on social facilitation research and elimination of post-meeting friction.

### THE SCIENCE BEHIND IT

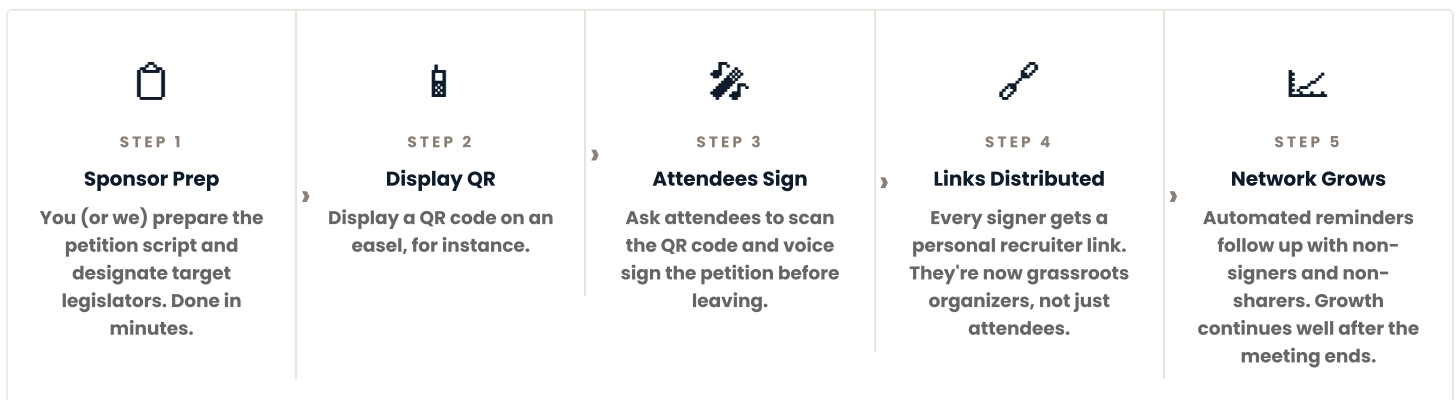
## Why "Right Now, Together" Works

Social psychology research on social facilitation confirms that people are significantly more likely to complete simple, familiar tasks when in a group setting than when alone. Scanning a QR code and recording a short voice message is exactly the kind of low-complexity, structured task that benefits from in-room peer energy. When your neighbor pulls out their phone, you pull out yours.

The difference between making 1 call with VoicePetition versus 3 calls is literally a matter of seconds – the platform routes each signer to the appropriate legislators automatically. Attendees don't research numbers, don't wait on hold, and don't have to know what to say. They record their name, confirm their address, and approve the sponsor's pre-recorded message. That's it.

### THE MEETING INTEGRATION FLOW

## Five Steps, Zero Disruption to Your Agenda



## Additive to Your Cause — Not a Detour from It

**VoicePetition at your meeting is not a replacement for your agenda. It's a 2–5 minute addition that produces measurable legislative pressure, expands your supporter network, and creates optional fundraising momentum — all from people who are already in the room and already on your side.**

### LEGISLATIVE IMPACT

Verified constituent voices delivered to the right offices during business hours — not emails to be filtered, not signatures to be dismissed. Real calls that staff must acknowledge.

### NETWORK GROWTH

Every meeting attendee who signs becomes a recruiter with a personal tracking link. A 50–person meeting, where most participate, can turn into 150+ signers through organic sharing.

### TRANSPARENT REPORTING

Real-time dashboard tracks calls delivered, recruiting activity, geographic distribution by district, and campaign momentum — data you can show members and funders.

### OPTIONAL FUNDRAISING

Advocacy momentum flows into an optional "pay-it-forward" ask post-signature. No separate fundraising drive — supporters can amplify their impact with a donation in the same flow.

Ready to supercharge your next meeting?

To learn more or discuss a pilot campaign, contact [VoicePetition.com](https://voicepetition.com) today.

[Schedule a Meeting](#)