

STUDY OF EXISTING PLATFORMS

To Whom it May Concern:

November 14, 2018

The team at Turnout has completed a study and analysis of 48 civic technology organizations, tools and groups. We examined each organization/tool to see which of the fourteen features, listed below, they included. We would like Turnout to include all of these features. In the table, a check mark indicates that the criteria is a part of the noted organization/tool.

List of events: We looked to see if the organization or tool provided a list of events that a user could look at to figure out where to go to get involved.

Resources for activists: This box is checked if the organization provided resources like trainings or articles about concepts that would be useful to activists (writing a press release...).

Find nearby activists and group chat: We wanted to see if the platform enabled activists to locate and connect with activists nearby, and then help them chat with one another.

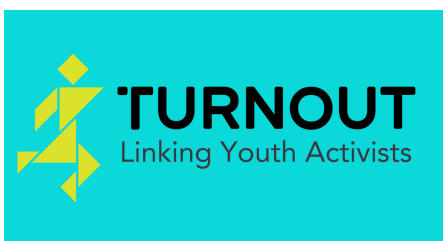
Location based: This box is checked if the organization or tool tailors to activists based on their location.

Personalized news based on issues: We wanted to see if there was a place for people to see personalized news based on the issues that they are interested in.

Fundraising for activists: This box was checked if the organization/tool allows activists to fundraise for their projects.

Civics education and or voting reminders: This box was checked if the organization/tool either provides civics education or if it provides reminders to vote.

Content (newsletters, blog...): We wanted to know if the organization/tool provides information to people such as perspectives on current issues or new trends in organizing.



STUDY OF EXISTING PLATFORMS (CONTINUED)

Ratings for activists groups and feedback: We looked to see if activists could rate and give feedback about a group, for example, if someone could rate their local chapter of OurRevolution.

Free: This box was checked if there was a free version of the tool or organization.

Ad free: This box was checked if there were no ads even in a free version of the tool or organization.

Intended for young people: We evaluated whether the organization/tool was intended to be used specifically by young people.

App: This box was checked if the organization or tool included a mobile app component.

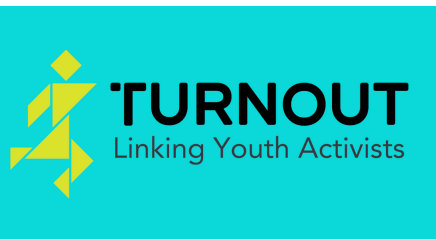
Organization and/or Tool(s): A "T" means it is a tool. An "O" means it is an organization. An "O&T" means it is both an organization and a tool.

We also examined seven tools that are not directly related to political or civic activism; these tools are highlighted in yellow in the table. These tools are included because they had features that were successful and could also be used in an app for activists. Below, these tools will be explained:

Craigslist: A classified advertisements website with sections for jobs, housing, items for sale, services, and more. Craigslist connects millions of people and we think that their model for connection and privacy is something we should examine as Turnout is created.

Groupme: An app for group messaging. It also gives users the ability to create polls and events within their chats. We think their successful messaging platform is a model we should look to as we build group chats for activists. We might even be able to use their open source code.

Instagram: A photo sharing app where people can comment and "like" photos their friends post. We think that a feature of Turnout allowing activists to see photos from events and from other activists would be motivating and interesting. A picture is worth 1000 words, so perhaps including photos in the resources section of Turnout would be helpful.



STUDY OF EXISTING PLATFORMS (CONTINUED)

Match: Match is a dating app which enables users to build a comprehensive profile and to "match" with people nearby. Since Turnout is interested in connecting activists who are close to each other, we plan to examine how "Match" is built/used, so we can learn about the challenges and successes of connecting people locally.

Snapchat: A multimedia messaging app that is arguably the most popular app for young people. However, as seen in the table, it has no capabilities for organizing on a large scale.

Strava: A cycling app that allows cyclists to see what other cyclists are doing and give kudos to cyclists activities. We think a feature which would allow activists to see what other activists are doing (and comment or give a thumbs-up) would be motivating and help to keep activists engaged.

Ushahidi: Ushahidi was developed to map reports of violence in Kenya after the election in 2008. It offers numerous tools for realtime monitoring of data and information, and uses crowdsourced tools to help marginalized people raise their voices. Turnout is excited to learn more about Ushahidi to see what tools could be useful to activists who want to know or report information about events in realtime.

After analyzing the results of the study, it was clear to us that there is room in the civic tech space for an app like Turnout. Moreover, there were a couple of features that were not included in any of the reviewed technology, or were only included in a few of them, that are features of Turnout. We also learned that there are many groups and organizations we should be learning from and paying attention to as we develop Turnout.

Sincerely,

The Turnout Team

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| Progressive Change Campaign | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | O |
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| resistancenearme.org | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | T |
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