Torch for Political Campaigns

Torch™ is social media intelligence for the civic sector. Torch's database indexes real-time social media content from 3 million+ civic influencers - nonprofits, elected officials and donors - to power coalition-building, communications and fundraising.

Understand Voters

✔ Find coalition partners

• Search across issue areas and geographies
• Identify both natural and unlikely allies

✔ Conduct candidate platform issue scans

• Search issue keywords
• Monitor platform issue traction
• Set up automated platform reports

Understand Opposition

✔ Monitor local, state and federal legislators

• Scan district-based feeds of elected officials
• Track committee chairs
• Identify trending policy issues

✔ Conduct real-time opposition research

• Monitor district-based opposition communications
• Identify opposition using sentiment analysis
• Compare social media leaderboards, analytics reports, sentiment analysis, top hashtags and trending articles with leading candidates

Fundraise

✓ Find donor and event prospects

• Search database of 500,000+ board members for local donor prospects
• Scan by issue- and faith-based interests