



Democratic National Committee

PLAYBOOK

**A GUIDE FOR COORDINATED
CAMPAIGNS & STATE PARTIES**



DNC ORGANIZING TECHNOLOGY PILOTS



2025 Organizing Technology Pilots

As campaigns re-think how organizers engage voters and volunteers, the technology and tools that power them must evolve accordingly. Many of the tools that campaigns rely on today were designed to facilitate and measure the traditional tactics: doors knocked and phone calls made. The technology we use directly informs what metrics we can track, and how we can make that data actionable at scale.

In order to support the organizing re-model outlined in this playbook, campaigns will need tools that enable organizers to leverage an expanded menu of tactics and measure deeper engagement with voters.

In 2025, the DNC launched an [Organizing Technology Request for Proposal](#) to identify the tools and technologies that will power the next generation of organizing at the DNC and across the country. In total, we received 51 proposals, and selected four innovative tools to pilot beginning in 2025.

This section outlines the evaluation criteria we used to select these pilots, the key findings and recommendations for each of these tools, and the areas where organizing technology must continue to evolve ahead of 2028.

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Evaluation Criteria and Use Cases

Our evaluation process was anchored in a central question: “what are the major organizing technology and measurement problems we need to solve between now and 2028?” We’ve identified six key areas in organizing to prioritize technology interventions to run more efficient, impactful organizing programs moving forward:

Priority Area	Problem	Ideal Outcome
1. Organizer Efficiency & Automating Mundane Tasks	Organizers spend too many hours on manual, repetitive work like data entry and pulling lists.	Organizers spend more time building relationships and less time clicking.
2. Measuring Relational & Digital Organizing	Our current tools make it hard to track and measure the real impact of friend-to-friend and online outreach.	Campaigns can fully integrate and track online and relational outreach effectiveness.
3. Voter Registration	State-specific rules make voter registration technology fragmented and often outdated.	Staff can use flexible technology that adapts to state rules, easily tracking a person from signup to being added to the voter file.
4. Optimizing Traditional Voter Contact Methods	Traditional methods like canvassing and phonebanking need to be more efficient and result in more meaningful conversations.	Volunteers and organizers have more impactful conversations and waste less time dialing non-answers or knocking on empty doors.
5. Analyzing Qualitative Data & Making it Actionable	Rich conversation data from voters and volunteers gets stuck in various tools or lost on paper, making it unusable for personalized follow-up.	Campaigns can quickly understand the key issues voters care about and use that information for personalized follow-up messages.
6. Digital Community Spaces to Engage Volunteers at Scale	Existing volunteer platforms are often hard to use, have high barriers to entry, and aren't optimized for mobilization.	Volunteers can find everything they need in one easy place, and organizers can build a strong sense of community with their remote volunteers.

Topline Tool Overview

In total, the DNC reviewed 51 proposals and selected four innovative tools for a pilot program running from September 2025 through January 2026. These tools addressed solutions for event management, voter outreach, core voter/volunteer data management, and organizer efficiency. Below, you'll find an overview of these tools.

Winnable Events Platform	OpenField Voter Outreach	Matchbook Next Gen CRM	OutOrganize Organizer Task & Volunteer Management
Core Problem Solved Lack of affordable, scalable, easy-to-use event tools for Democrats.	Core Problem Solved Multiple tools needed for different outreach types. Important data falls through the cracks.	Core Problem Solved Siloed data makes it hard to see voters holistically. Data that could drive real time analytics and predictions instead sits idle.	Core Problem Solved Organizer call time is inefficient. Key volunteer info is hard to access quickly.
Key Result Provided an affordable and easy-to-use platform to list and manage organizing events, with high sign-up conversion, and necessary event customization.	Key Result Enables real time voter file matching. Valuable for campus and high traffic canvassing where many contacts are unregistered.	Key Result Users can train models in 30-60 minutes, generating predictions with their existing data. Combines voter, volunteer, and donor data in one database.	Key Result 4 shifts per 10 conversations in OutOrganize, compared to 3 shifts per 10 conversations in other tools.
Best For State parties needing unlimited local accounts for county parties/candidates, and programs prioritizing simple volunteer signups.	Best For Campus organizing, high-traffic canvassing, and areas with transient populations.	Best For Data Directors and state parties that are looking for predictive modeling without hiring outside consultants.	Best For Field organizing teams that are looking for a simple ladder of engagement management and organizer call time management.
Needs/Improvements: Additional CRM integrations for data sync.	Needs/Improvements: More CRM integrations. Admin interface improvements.	Needs/Improvements: Hierarchical permissions.	Needs/Improvements: Calling integrations. Distributed team features.
Contact: info@winnable.app	Contact: sales@openfield.ai	Contact: info@indigo.engineering	Contact: info@outorganize.com

2026 DNC Recommendations

The pilots provided clear data on which tools are effective for specific organizing needs:

- **For Event Management:** Winnable is highly recommended for state parties due to its affordability and sub-account structure, which easily supports county and local partners. The conversion rate increase is a major win. *Note: It will be ready for real-time connection to your voter database (CRM) in Spring 2026.*
- **For High-Traffic Outreach:** If you are looking to run high-traffic canvassing or voter registration canvassing, OpenField excels in environments where you contact many people not yet in the voter file (like college campuses or high-traffic areas). Its ability to instantly match and create new records prevents data loss and makes follow-up possible.
- **For Data and Modeling:** Matchbook is the solution for campaigns looking to combine their voter, volunteer, and donor data into one place for a holistic view. Its key feature is allowing teams to quickly generate their own predictive models.
- **For Organizer Efficiency:** OutOrganize is a strong choice for field teams, particularly with new organizers. It significantly improves the efficiency of call time, meaning organizers spend less time on administration and more time recruiting and managing volunteers.

The overarching takeaway is that campaigns should move toward tools that eliminate data silos and automate manual steps, allowing organizers to focus on building meaningful relationships and having high-quality conversations.

Tool Overview: Winnable

Events Platform - Contact: info@winnable.app

What this tool does: Winnable is a web-based platform for creating, managing, and tracking both in-person and virtual campaign events. It is a reliable and affordable option, especially for organizations that need to support multiple county or down-ballot programs with their own sub-accounts.



Key Pilot Results

- **Conversion Rate Boost:** In a national A/B test, Winnable resulted in a 4x higher event signup conversion rate compared to the DNC's existing platform.
- **Repeat Engagement:** The ability for a volunteer to sign up for multiple shifts from a single link was a major driver of repeat engagement. The pilot saw 28,254 total shift signups from 12,517 unique volunteers.
- **Ease of Use:** Organizers consistently praised the platform for being intuitive, requiring minimal training, and being easy for non-technical users and volunteer leaders.

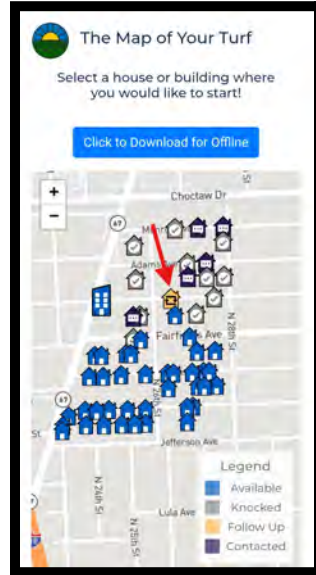
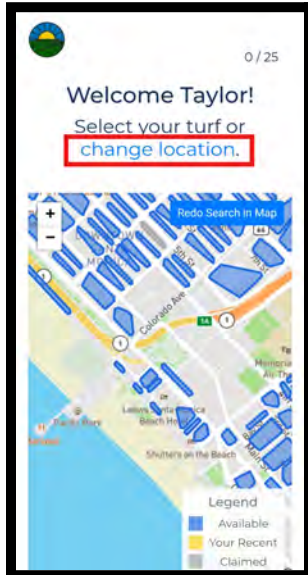
Best Fit	Not a Fit (Yet)
State parties that need an affordable, reliable event tool with built-in support (sub-accounts) for county and down-ballot campaigns.	Campaigns that require real-time connection to your voter database (CRM) for event data. The key limitation of connecting to voter databases is being addressed and this feature will be available in Spring 2026.
Programs that prioritize simple volunteer self-signup and maximizing repeat engagement from volunteers.	Teams that need highly advanced, complex reporting from event data <i>today</i> .

Tool Overview: OpenField

Canvassing Tool - Contact: <sales@openfield.ai>

What this tool does:

OpenField is an all-in-one web tool for a variety of outreach methods: door-to-door canvassing, high-traffic event canvassing, phone banking, and other data entry. Its main value is the ability to match voters to the voter file in real-time and capture conversation notes in a single, seamless workflow.



Key Pilot Results:

- **Best for Flexible Canvassing:** OpenField performed best in areas with high-traffic and transient populations (like college campuses), where many contacts are not yet in the voter file.
- **Preventing Data Loss:** Real-time voter file matching and the ability to create new records instantly prevented data loss. In the Virginia campus pilot, 52% of conversations were with people not registered—all of whom could be added for immediate follow-up.
- **Qualitative Notes at Scale:**

Organizers found it a significant improvement for easily capturing and logging detailed qualitative notes from conversations.

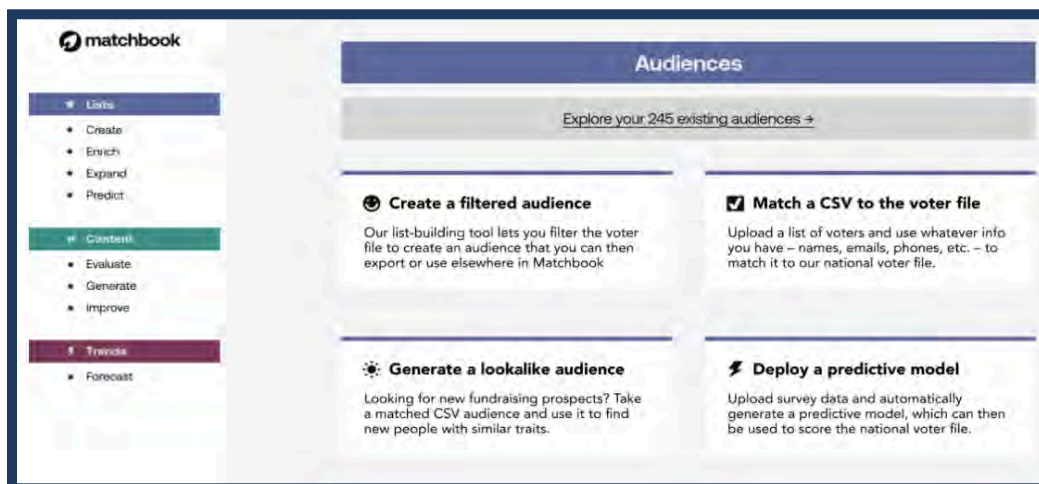
- **Low Barrier to Entry:** The tool was easy to train and onboard volunteers and new organizers quickly.

Best Fit	Limitation
Teams focused on campus organizing, high-traffic events, and programs in areas with transient populations.	Its net value was more limited in traditional canvassing environments where most contacts are already in the voter file.
Campaigns prioritizing voter registration where a contact might not be in the voter file yet.	Needs more integrations with other voter databases (CRMs).

Tool Overview: Matchbook

NextGen CRM - Contact: info@indigo.engineering

What this tool does: Matchbook is a "Next Generation" Customer Relationship Management (CRM) tool, acting as a single database to combine a campaign's various data sources. It un-silos information to show a holistic view of every voter, volunteer, and donor, and it includes built-in predictive modeling capabilities. This is most valuable for Data Directors who are managing universes, volunteer tiers, saved searches, and modeling.



Key Pilot Results:

- **Holistic Data View:** Successfully combines voter, volunteer, and donor data into one easy-to-use database, solving the problem of data sitting idle in separate systems.
- **Built-in Modeling:** Users were able to train predictive models (e.g., who is likely to take action for Democrats) in a short time frame (30–60 minutes) using their existing campaign data. This feature removes the need for outside consultants for basic modeling.

Is This Tool Right for Your Campaign?

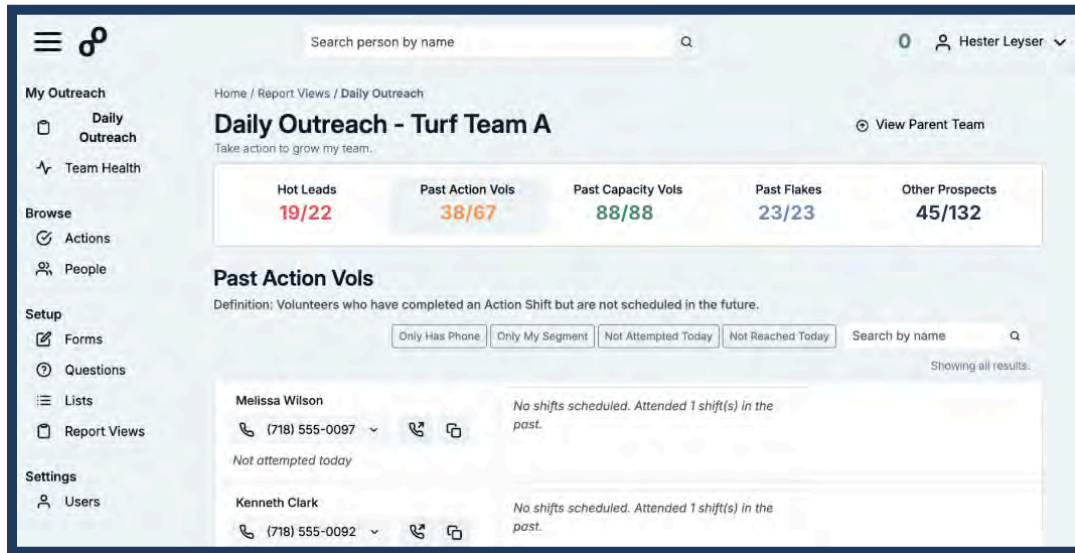
Best Fit	Needs/Improvements
Teams looking for a comprehensive, multi-source data matching solution.	Needs more options for hierarchical permissions (limiting what different levels of staff can see/do).
Campaigns that want built-in predictive modeling tools without bringing in outside data consultants.	Needs additional integrations with outreach and event tools.

Tool Overview: OutOrganize

Organizer Task & Volunteer Management - Contact: info@outorganize.com

What this tool is:

OutOrganize is a tool designed to improve the day-to-day efficiency of organizers, primarily focusing on managing volunteer contact tasks, tracking volunteer data, and improving the effectiveness of "call time" (recruitment and scheduling).



Key Pilot Results:

- Organizer Efficiency: The tool significantly improved the effectiveness of call time. Organizers scheduled 30% more shifts per recruitment conversation through OutOrganize, compared to other methods.
- Quick Access to Info: It helps organizers quickly access key volunteer information, which is critical for making better and more personalized requests.

Is This Tool Right for Your Campaign?

Best Fit	Needs/Improvements
Field organizing teams whose staff spends a lot of time on call time and volunteer recruitment.	Calling and texting integrations to reduce reliance on personal phones.
Campaigns looking for a platform that is easy for first-time organizers to onboard and quickly become efficient.	Needs expanded roles and permissions for volunteer leaders and distributed teams.