

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

The screenshot displays the TORCH platform interface, which is used for finding donor and event prospects. It features two main panels: 'INFLUENCERS (Robert A. Deleo)' and 'INFLUENCERS (Jon Santiago)'. The 'INFLUENCERS (Robert A. Deleo)' panel shows a profile for Robert A. Deleo, a Massachusetts House Speaker, with 960 Likes, 41 Posts, and 12.2K Followers. Below the profile is a 'TOP SOCIAL MEDIA POSTS' section. The 'INFLUENCERS (Jon Santiago)' panel shows a profile for Jon Santiago, a State Representative, with 48 Likes, 2 Posts, and 4,056 Followers. Below the profile is a 'TOP SOCIAL MEDIA POSTS' section. In the center, there is a table titled 'INFLUENCERS' that lists organizations and their social media metrics.

ORGANIZATION	POSTS	SHARES	REACH	LIKES
1. Robert A. Deleo	28	224	12,155	600
2. Jon Santiago	2	9	4,056	48
3. Mental Health Resource Plus Inc	1	0	2,166	25
4. City Councilor Kate Lipper-garabedian, Candidate For State Representative	1	0	867	8
5. Massinc	1	0	4,200	3
6. North Suffolk Mental Health Assoc Inc	2	0	479	2
7. Hildebrand Family Self-help Center Inc	1	0	343	2
8. Bruce Mohl	3	0	3,659	0
9. Massachusetts Council Of Human Service Providers Inc	1	0	0	0
10. Q104.3	1	0	13,469	0