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## About CDS

Campaign Data Systems, LLC, is a leading Texas based political software company, providing software services to candidates, elected officials, private organizations such as the American Cancer Society, and political parties, including the Harris County Republican Party.



Since its inception, CDS has focused on delivering cutting-edge political software tools that are generations ahead of the competition. Further, CDS has developed and maintained an unequalled database of voters along with demographic information unavailable from other data vendors.

Headquartered in Houston, Campaign Data Systems was founded by Dwayne Bohac, with specialized assistance from software consultant, David Moise. Their internet based campaign data management software, first developed in 1995 as a PC and client/server based application, helps candidates and organizations strategically manage and process data to turn it into useful, strategic information, delivering a competitive advantage to any organization.

Dwayne Bohac is a Cum Laude graduate of Texas A&M, with a Bachelor of Science degree and a Bachelor of Business Administration degree. He currently serves in the Texas House of Representatives, is a small business owner, and is a partner in CDS. He has extensive experience in software sales having worked for payroll giant, Automatic Data Processing.



David Moise has a Bachelor of Science degree from McNeese University and graduated Cum Laude with an MBA from University of Houston. David is the founder and president of Decide Consulting, having specialized in custom software development for 12 years. He has worked exclusively with Microsoft.NET since the product was in beta, and he has built several business critical applications for major companies.

We're the business behind winning campaigns. Allow us to partner with you and put our expertise to work!



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**We are ready to help you win. Please contact us with any questions or comments.**

**Campaign Data Systems, LLC**

5109 Lido Ln  
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**Sales:**

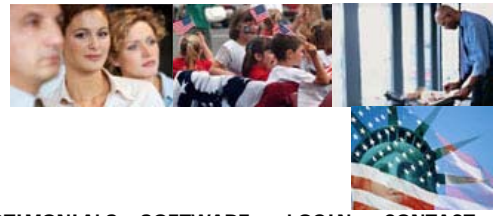
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## Here's What Our Clients Are Saying...

*"The successful 2004 McCaul for Congress campaign utilized the many benefits offered by the Voter Advantage program. The ease, flexibility and accuracy served our team's efforts well. I highly recommend Voter Advantage for any campaign that has success as its goal."*

**Amy Jones, Mike McCaul for Congress Campaign**

*"The CDS software is an essential tool in running a successful targeted campaign. Campaigns are continuously working to efficiently utilize limited time, limited campaign funds and limited individual voter data. Voter Advantage does more to utilize and organize these limited resources than any data tracking system available."*

**Joe Nixon for State Representative Campaign, 2004**

*"Having used CDS in previous campaigns, I was hopeful that they could deliver the same level of service and quality data in a congressional race that stretches across multiple counties. They did!"*

**Mark Henry for Congress Campaign, 2004**

*"Traditionally, voter registration lists offer an inefficient shotgun style approach to reaching voters. However, CDS gives candidates and campaigns a focused weapon that minimizes labor and expense while delivering superior results."*

**Darrin Hall, Republican Campaign Manager, 2003**

*"CDS has allowed our campaign to focus our mail and block walking efforts on voters who will make the difference, and it has given us the flexibility to target specific demographics."*

**Andrew Kazanas, Republican Campaign Manager, 2003**

*"In the 2002 election, the CDS software gave us the advantage we needed to overcome and defeat the massive Democrat turnout effort in Harris County."*

**Travis Griffin, Former Regional Field Director, Texas Victory 2002**

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*"Winning requires the right tools. For candidates and organizations alike, there's rarely enough time and resources to reinvent the wheel. You must hit the ground running, especially against an incumbent. Leverage CDS' campaign management software to save you time and money."*

- Dwayne Bohac

## Software Products

### Voter Advantage™

This utility—the workhorse of our simple-to-use solutions—allows you to target the voter audience you want to reach in your campaign.

A shotgun approach to campaigning or mere paper lists are old-school and are an inefficient means of voter contact. You need the ability to drill down into the registered voter database using voting history, driver's license data, local tax roll information and other variables.

Most data providers allow you to target using only registered voter data and voter history. However, CDS gives you two additional lists—drivers license data and property tax records. In fact, you can even target based on such things as neighborhood, church affiliation, gun ownership, pet ownership and many others—any information that you can accumulate.

With this software tool, you can target the exact group that is most likely to vote in your race using a rifle approach and a targeted message. You can export your targeted list to your mail shop or export it to your auto-dialer program.

Print walk and call lists. Store your "Yes's", "No's", "Undecided's", yard sign locations, and recruited volunteers from your efforts in one easy-to-access location, and it's saved forever.

Winning begins with [Voter Advantage™](#)

### Volunteer Advantage™

This software utility allows you to build, manage, and communicate with your team.

A candidate cannot win without the effective use of human capital in his or her walking, calling, and volunteer campaign efforts. A winning organization manages its people resources with efficiency and effectiveness.

Keep your team focused and informed with [Volunteer Advantage™](#)

### Fundraiser Advantage™

You can raise money more efficiently than you ever thought possible, all from your PC.

This utility will help you convert your contacts, supporters, and volunteers into repeat contributors. With our built in reports, you can track the effectiveness of your fundraising efforts on every mail campaign or event. You can query donors using a variety of variables including previously donated amounts and date ranges so you can target your efforts for maximum efficiency. Print envelopes, merge letters, and print call reports.

You can raise the money you need to win by utilizing [Fundraiser Advantage™](#)

**Campaign Data System's software solutions will make you a believer. Contact us today for a free product demonstration!**