

## "Innovation Champions" - April 2010

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This past weekend, FLS Connect sponsored the New Media Challenge at the Southern Republican Leadership Conference. It was great to evaluate the work of Republican state parties as they incorporate new ways in which to spread their message to people around the state online.

The winners all exhibited a commitment to progress. Their dedication reinforces the importance of our efforts to continuously improve our products and help Republicans across the country to spread their message. Just this year, we proudly released [Volunteer Connect](#), our online phone bank program. Additionally, we revamped [Data Connect](#) so that campaigns can keep an organized contact database that allows them to target voters through Election Day.

As innovators in campaign technology, we are proud to recognize the following winners of the 2010 Digital Strategies/New Media Challenge:

- **Best State Party Website:** [South Carolina](#)
- **Best State Party Email Campaign:** Alabama
- **Best State Party Facebook Presence:** [West Virginia](#)
- **Best State Party Twitter Presence:** [Alabama](#)
- **Best State Party Viral Video:** [Virginia](#)
- **Best State Party Independent Social Network:** [North Carolina](#)
- **Best State Party Overall Online Presence:** [Louisiana](#)

[View photos of the winning announcement here](#)

Whether it is through an online phone bank or contact database system, we look forward to serving you in the elections ahead as we work towards creating a Republican majority.

***Rich Beeson, Tony Feather, Jeff Larson & David James***  
FLS Connect Partners



**Target Defined. Message Delivered.**