Amplify
USA

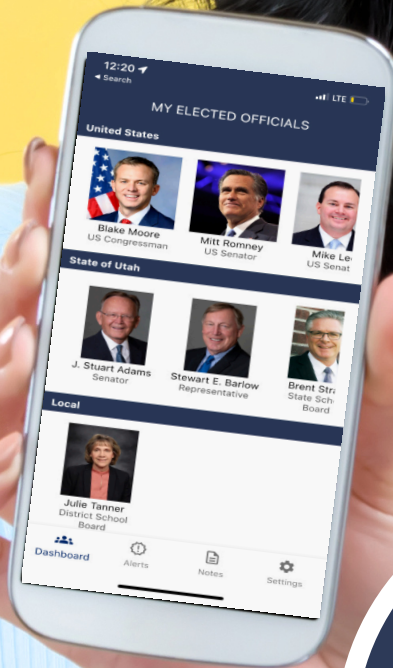## Turning average constituents into powerful lobbyists

Voters build relationships with their representatives using calls to action that can be completed right in the app!

DASHBOARD DRIVEN MESSAGING

Voters only receive messages if one of the representatives on their dashboard is relevant to the message, allowing organizations to localize their message without their need to tag members, ask them to join specific groups or overwhelm them with messages that don't pertain to them.

ONE GROUP, ONE TOOL
Organizations can work behind the scenes to get out local messages without groups needing to join multiple groups.

EMPOWERED VOTERS
Voters know who represents them, how to contact them, what the local issues are, and how to build effective relationships with local officials.

REACH THE MASSES
Using a simplified, localized tool allows voters to share the ease of civic engagement with their neighbors just by inviting them to download the app.

Get Amplify USA for your organization NOW!

SCAN ME

amplify-usa.com

OPPORTUNITY FOR INVESTORS

Amplify USA has been a boot-strap project, funded mainly by the mortgaging of the Stephens' home, and it is time to make it a full-time endeavor to get the most impactful, high-quality product out in time for the 2024 elections. The company under which Amplify-USA currently operates, S&S Apps, was founded in 2018 and is 100% owned by Brooke and Aaron Stephens. With investors, a new company would be created just for Amplify USA. Brooke and Aaron Stephens are seeking $500,000 for 30% equity in Amplify USA. This will allow Aaron, Brooke, and Joe to work on the project full-time to put in all of the necessary features and testing, and give them funds to purchase tools and hire additional specialists.
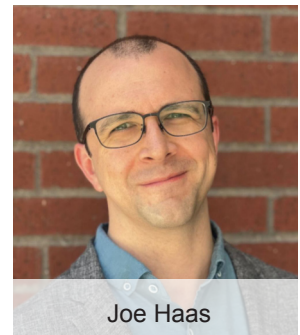
OUR STORY

The idea for Amplify USA was born when Brooke was printing out and comparing legislative district maps to school district maps. Utah Parents United, a powerful parental advocacy group of which Brooke is a member of the board, had grouped their 40,000 members into 42 separate groups, one for each school district, in order to facilitate disseminating local information. These 42 groups were difficult to maintain and to get people to sign into, but without such groups getting people local information required tagging in their email database and that information wasn't readily accessible. Amplify-USA allows for one sign-up by the user, and specific messaging for each district.

Amplify USA is in its infancy. We were able to test Amplify USA in Utah's 2023 legislative session. It worked well and was a good opportunity to understand the features needed to get ready for the 2024 elections, such as a sign-up wizard and a goal-setting, "contacted" dashboard that shows users how many other users were contacting the officials so they can see and measure their impact.
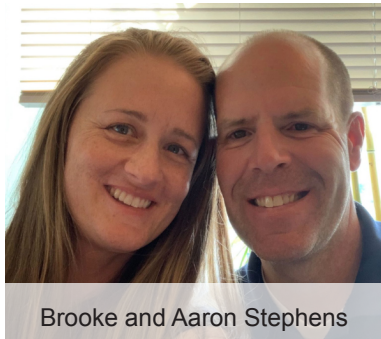
Brooke and Aaron Stephens

Joe Haas

Aaron writes clean, quality code. He built Storylabs, another product of S&S Apps, on the bus during his commute to his job as the CFO of an IT company. He hasn't touched it in 3 years and we're on our third year of repeat customers since our launch in 2020. Storylabs just acquired Cincinnati Public Schools as a client who is using our product as their main Latin curriculum. **Brooke** is on the board of Utah Parents United and has been a driving force in the national movement to rid public schools of sexualized books. She created the website Ratedbooks.org, organized a national coalition and has been featured in national news including the New York Times, Fox, NBC and various other news outlets.

Joe is a principled, tenacious, and systematic Software Engineer who does the difficult, often neglected work. He values continual improvement, working closely with stakeholders and writing better code.

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