TransparentDemocracy:

Online voter guide

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TransparentDemocracy is an online voter guide (and proxy voter guide for shareholders in companies) that allows voters who are confused about how to vote to see on a visual representation of a sample ballot how people and organizations they select (from an open system of "Sources" that covers the political spectrum) recommend they vote (and why).

Voters can:
- Quickly and clearly see where organizations and individuals they trust stand on ballot items;
- Mark their choices on the sample ballot and print it to take to the poll with them;
- Take a position on ballot items visible to other users;
- Share their opinions with friends via email, social networking site messaging features, etc.;
- Signup to receive online voter guides for future elections;
- Receive message notifications reminding them of the date of upcoming elections and prompting them to print out their sample ballot;
- Rate Sources and their recommendations;
- See which Sources and recommendations have the best ratings from other users and are most relevant to issues of concern to them;
- Engage in discussions about Sources and their positions.

Sources will be able to publish a co-branded version of TransparentDemocracy on their homepage that is preloaded with their recommendations (with a link so users can see recommendations of other Sources).

TransparentDemocracy anticipates that it will increase:
- The extent to which people who always vote actually vote in more of the contests on their ballots. (There is a significant decrease in the number of votes cast the further "down" the ballot an electoral contest appears. For example, in the November 2004 general election in California over a million fewer votes (nearly 10%) were cast for ballot measures than for the presidential contest.);
- Turnout among people who don't always vote by supporting peer-to-peer get-out-the-vote emails (and other communications), which a recent study concluded can increase voter turnout among infrequent voters from 6.8 to 12 percent; and
- Transparency, trust, and participation in our democratic systems.

TransparentDemocracy plans to generate a viral marketing campaign via users, Sources, and a range of membership organizations; leverage significant free media attention; act as a site that many existing organizations, including other 501(c)(3) organizations, can encourage their members and followers to visit to become informed voters in elections; and become financially sustainable from advertising, sponsorships, user donations, and other sources.

TransparentDemocracy, can transform electoral contests from battles of money into battles of ideas, make the social and environmental impacts of our governmental and economic activities more transparent and actionable, and enable individuals and organizations to collaborate more effectively to address the wide range of challenges we face.

TransparentDemocracy is a non-partisan, non-profit (501(c)(3)) organization whose mission is to promote and support civic engagement and democratic decision-making throughout our society as an online voter and proxy voter guide. TransparentDemocracy does not support or oppose candidates or ballot measures. Current system status: Closed beta testing.