



# crimson

## Campaign Solutions for Republicans

## The #1 Political CRM for Republicans

During the 2020 election cycle, CMDI managed \$4.32 billion in contributions made by more than 12 million donors to the 260 campaigns, PACS, and committees working with us. The affordable, cloud-based platform provides functionality for every part of the political cycle and can be customized for state, federal, and national races.

### ▷ Maximize Fundraising Opportunities

Manage your fundraising strategy using Crimson's clickable dashboards and monitor your multi-channel fundraising sources.

### ▷ Streamline Event Management

Track fundraising goals, upcoming events, locations, pledges, invitee lists, and payment options through Crimson's Event dashboard.

### ▷ Utilize Powerful Searches & Reports

Search is the core function of the Crimson platform. Each dashboard contains a detailed search option where you can adjust filters and preferences and save your most recent queries to build custom reports.

### ▷ Maintain FEC Compliance

With the Crimson platform, you can access CrimsonFiler, a menu-process guide that makes it easier to file reports with the Federal Election Commission.

### ▷ Work On-the-Go

Crimson was designed to work on mobile devices like tablets and smartphones, so you don't need an extra app or a different set of login credentials. Simply open Crimson using the browser on your device to access the full platform.

### ▷ Track Details with Profiles

Keep up with donors and organizations through profiles designed by record type including individuals, PACs, parties, candidates, & joint fundraising committees. Profiles include links to spouses, staff, and contacts, giving history, keywords and flags, and Google Maps.

Visit [www.cmdi.com](http://www.cmdi.com) to learn more or schedule a demo.

