

# FIVE STEPS

## to Mapping Constituent Correspondence

Correspondence managers have a new way to analyze and disseminate constituent sentiment using ArcGIS™ Online, branded as the Senate Analytical Mapping System (SAMS) and the House of Representatives Mapping & Analysis Platform (HouseMAP). Staff can easily export CRM data from tools like IQ and Fireside to Excel and quickly map over time and space to better understand constituent sentiment, as well as visualize incoming or outgoing correspondence to improve constituent outreach efforts.

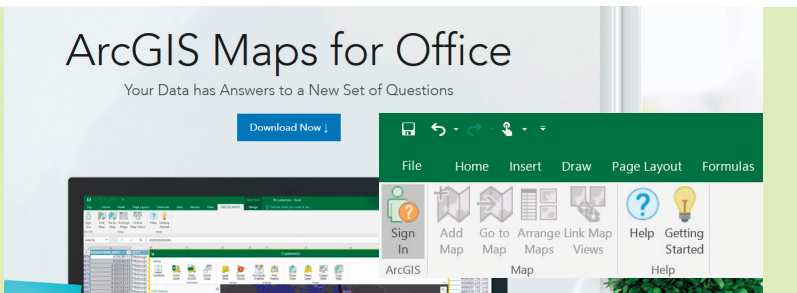
### 1 Export customer relationship management (CRM) data into Excel:

- Organize correspondence counts by ZIP code.
- Create columns of counts for one issue or many issues.

	A	B	C	D	E	F	G	H	I
1	ZIP	Count							
2	82355	1							
3	82646	1							
4	83161	2							
5	83201	165							
6	83202	89							
7	83204	115							
8	83205	4							

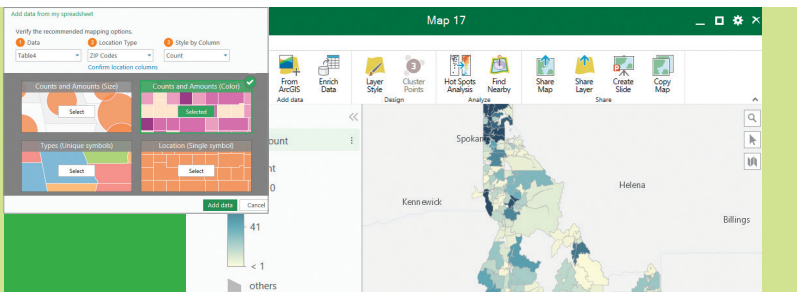
### 2 Install the ArcGIS® Maps for Office add-in:

- Download the free add-in from Esri at [esri.com/software/maps-for-office](http://esri.com/software/maps-for-office).
- Sign in on the ARCGIS MAPS tab with your HouseMAP or SAMS credentials.



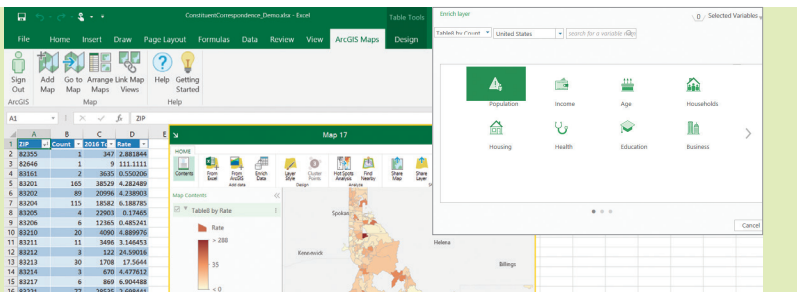
### 3 Add a map to your spreadsheet:

- Map your table by ZIP code.
- Style by counts to see color-coded ZIP code areas.



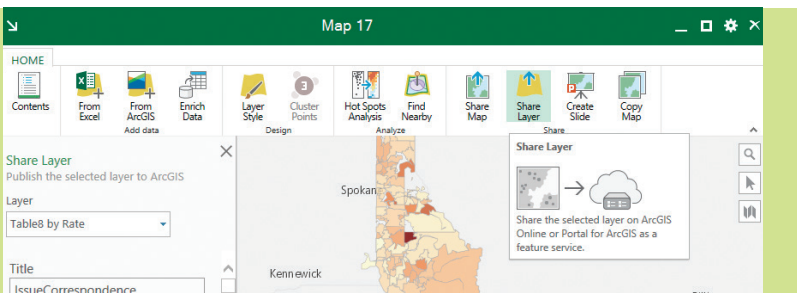
### 4 Enrich your data:

- Add a column of population counts from Esri's demographics.
- Calculate a rate of correspondence.



### 5 Share with the rest of your office:

- Upload your map to HouseMAP or SAMS.
- Share with your colleagues through a group.



## GET STARTED NOW

Senate staff, contact [SAAGISTraining@saa.senate.gov](mailto:SAAGISTraining@saa.senate.gov).

House staff, contact the CAO Help Desk at 202-225-6002 or 1-800-HIR-USER.

To learn more about how ArcGIS is helping congressional staff map constituent correspondence, visit [go.esri.com/policywebinars](http://go.esri.com/policywebinars).

