

Pennsylvania Political Campaign Management Database (PPCM)
<http://PAPolCM.com>
(215) 821-1156
David@DAL-Services.com

Biography of David Lynn

David Lynn was born in 1967 in Wichita, Kansas, and spent his youth in Overland Park, Kansas until he left for college at eighteen.

While growing up, Lynn attended public schools and benefitted from lively political discussions with his parents. Both regularly participated in Democratic presidential caucuses in the state, and Lynn's mother ran unsuccessfully for school board after serving as PTA President and an elected term on the local high school advisory board.

Lynn matriculated to the University of Pennsylvania at the Wharton School. After graduating in 1989, he began a career in fund raising.

Recruited to become a committee person in 1994, Lynn found himself elected Treasurer of his ward committee -- with no experience for the job. He read campaign finance law repeatedly, and on his days off, and went to the local County Board of Elections office to read campaign finance reports from other committees and campaigns.

Fascinated, Lynn switched from fund raising to database programming to learn how to better understand campaign finance data -- and to one day set out to level the playing field for candidates new to the campaign finance system in Pennsylvania.

In 2006, Lynn was Assistant Treasurer of an independent campaign. Using Microsoft Access, he began developing a system that would file campaign finance reports for the campaign automatically. It was soon released to the public on his company website as the Pennsylvania Political Campaign Management Database (PPCM.)

Today, when not spending time with his family, Lynn enjoys talking to candidates who use the PPCM, and programming improvements to the software.

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Fact Sheet

What: Free Electioneering Campaign Management Software for Pennsylvania Candidates

URL: <http://papolcm.com>

Price: Free

Created By: David Lynn, President, DAL Services, Inc.

Requirements: Microsoft Access 2000, 2002, 2003, 2007, 2010

Needed For Some Features: Microsoft Outlook 2000, 2002, 2003, 2007, 2010

Size Limitation: 2 Gigabytes

Support: Call or Email for an Appointment (Usually Free)

Political Parties Supported: All

Rationale: Running for Office Should Be Free

Capabilities:

- Import SURE Data From The Department Of State
- Create Campaign Finance Reports Acceptable To The Commonwealth Department Of State (And Your County Board Of Elections)
- Segment Voters By Demographic
- Analyze Turnout From Previous Elections
- Solicit And Acknowledge Contributors
- Manage Volunteers
- Coordinate Your Media Contacts
- Create HTML Pages For Events
- Print Street Lists And Voter Statistics
- Create Reports For Auditing

PPCM is Commonwealth of Pennsylvania Department of State Approved Campaign Finance Software

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Interview with David Lynn

Question: Tell us about the PPCM.

Answer: The PPCM is very sophisticated electioneering software. It creates campaign finance reports acceptable to the Department of State and your County Board of Elections. It also crunches the voter file, segments voters by demographic, prints street lists, provides voter statistics -- everything you need to run your campaign.

Q: Sounds complicated.

A: It is. Someone once suggested that the software was so complete, a fifteen-year-old could run a campaign with it. I have days where I think it is so complex that only a fifteen year old could run a campaign with it (laughs.)

Q: Is it really free?

A: Completely free. When a person downloads the software, I do not ask for their name, telephone number, email address, credit card number, nothing. There is no "trial version." It's all there in the download, and you do not have to tell me anything about yourself in order to get it.

Q: Why don't you sell it?

A: Well, first of all, I don't think there is a huge market for electioneering software in Pennsylvania. Second, I would have to deal with support contracts, and be on call during business hours for it. I don't think I'd enjoy that. Most important, I think running for office should be free.

Q: Free?

A: Yes, free. There is far too much money in the system. Furthermore, many fine individuals with stellar backgrounds and great intentions are kept out of the system by the complexity of campaign finance reporting and other parts of campaigning. It is my goal to demystify some of this for newer candidates. I do not have any data to back this up, but it appears as though the people using my software are getting into the game for the first time. I want to be a leveling force for them.

Q: Has anyone won a race using your software?

A: At least one candidate has, yes, and I know of a few incumbents using it. There may be more, but like I said, I don't know who is downloading it.

Q: Can only candidates running for office use the software?

A: No. Lobbyists can use it, as well as political committees to do their filing.

Q: Are there any limitations to the software?

A: Yes. Unfortunately, Microsoft Access has a two gigabyte limit on file size. Recently, I made improvements that allow for the importation of the larger counties, including Philadelphia and Allegheny counties.

Q: Do you charge for support?

A: Under most circumstances, no. I am always happy to answer questions, such as walking someone through the SURE data import process or the reporting process over the phone. If I have to look at someone's database on a CD or USB drive, however, it may be another matter.

Q: Do you get many calls?

A: Not as many as I would like. I greatly enjoy talking to people who are running for office and using my software. In most if not all cases, they are entering politics for the first time, and are interested in what they can do for their communities and the people they would like to serve -- not the other way around.

Q: Is the software open source?

A: Yes. There are no passwords, and nothing is hidden. If a person is savvy with Microsoft Access, and wants to get under the hood, so to speak, they are welcome to do so. I make no warranties or guarantees for their results, however.

Q: What if someone using your software finds a bug?

A: I want to know immediately. I have undertaken extensive testing of my software, but if something happens that should not occur, they can send me their database within ten days before their filing deadline. I guarantee to fix the bug within that time frame, and send it back to them, or I will pay their fine, unless the software has been altered, or the database is larger than 1.8 gigabytes.

Q: All this for free?

A: Yes. Running for office should be free.