



Building your organization;
Helping your candidates get
elected



**The FAMILY LEADER...a consistent, courageous
voice in churches, in the legislature, in the media, in
the courtroom, in the public square...always
standing for God's truth.**

The Challenge

Quickly build a grassroots organization in Iowa's 99 Counties from scratch that could impact the coming Presidential elections and ensure a conservative voice is alive and well in Iowa.

Possible Solutions

- Expensive mailers
 - Letters
 - Postcards
- Radio advertising
- Live calls to recruit
- TV advertising

The Action Solution

Action Solutions worked with The Family Leader to develop a 99-County "Iowa Tour" strategy. We then developed a plan to place calls – featuring Bob Vander Plaats of Family Leader – to Republicans, Conservatives and people of faith – inviting them to a local meeting.

What Happened

Calls went out across Iowa. The Family Leader launched the statewide tour. In communities large and small, Iowans turned out to hear more from The Family Leader.

In 90 days, The Family Leader events attracted more than 3000 Iowans and they built a grassroots organization from scratch!

Identified potential Leaders of a county-by-county organization

What Happened

- Family Leader credits Action Solutions with dramatically increasing attendance
- Family Leader and Bob Vander Plaats are now number 7 in the most influential groups in the upcoming selection of Republican Presidential Nominee.
<http://thehill.com/homenews/campaign/168393-10-coveted-endorsements-for-republican-presidential-candidates>

Sample message

- I want to invite you to a free supper in xxx intended for conservatives, this is Bob Vander Plaats and as the new President and CEO of the Family Leader, I am excited about the victories realized last november, We picked up a majority in the Iowa House,

Questions?

- Send a text message to Daniel Gerig through the "Chat" box if you have a specific question you would like addressed at any point throughout the presentation.
- There will be a live question/answer time at the end if there's time

Pennsylvania Freedom Works

- Wanted to influence Legislators about a School Choice Bill – SB 1
- Wanted to identify and motivate Freedom Works members to action in helping to pass SB 1

Freedom Works PA – Patch Throughs

- Discovered the effectiveness of automated Patch-Through calls. Using messages about the inviting people to press “1” and talk to their legislator, Freedom Works, was able to do the following:
 - Send almost 8,000 callers to various offices with live callers asking about a vote for SB 1.
 - Identify 6,000 – 8,000 highly motivated callers

Freedom Works PA – Patch Throughs

- Create a potential list of members, donors, and future candidates for Patch-Throughs and other actions.
- This along with many other efforts has helped to make Freedom Works one of the top 10 most coveted endorsements in the upcoming nomination process for Republican Presidential nominee.

Sample message

- Hi, this is an urgent message from Freedom Works about SB 1, a bill making its way through the Pennsylvania Legislature....

Increase event attendance

- Many campaigns will use automated calls for inviting people to attend campaign events. It is a much less expensive way to get the word out, and even if the invitee doesn't attend, it is a good way to communicate that the campaign is working.

James Watkins Campaign

- James Watkins, candidate for Congress in Washington's 1st Congressional District, has used calls to announce very successful campaign events. In a recent case, 5,000 calls brought 40 people out for the event. A fundraising appeal brought in \$4000.00 with an investment of just \$500.00. That's plenty of money to do some more events!

Sample James Watkins

- Hi, this is James Watkins, candidate for US Congress, sorry to interrupt your day I wanted to invite you to an event ... I'll be talking about the fiscal and economic crises we are facing...

Anna Little Campaign

- Anna Little, candidate for Congressional District 6 in New Jersey, used automated calls to invite Anna Little's "Army" to many events. These included several with New Jersey Governor Chris Christie, and Governor Christie made the recordings to invite the attendees!

Sample Anna Little

- Hi, this is Anna Little, I have a message for you from Governor Chris Christie, he and I are inviting you to join us at ... In case you can't make it here is Chris Christie's message, "Hi, this is Governor Chris Christie, I am calling to ask you.."

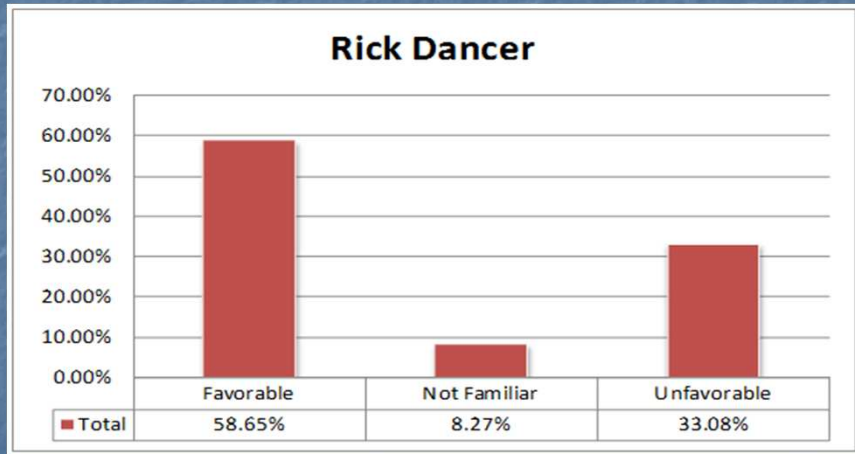
Get latest information on the issues/voter

- Polling/Surveys with more results
- Effective and less costly automated surveys
- 48 Hour turnaround can give results fast!

Sample Survey

- **Question #2:** *Former Candidate and News Anchor Rick Dancer, Press 1 if you feel favorably toward Rick Dancer Press 2 if you feel unfavorably toward Rick Dancer Press 3 if you have not heard of Rick Dancer*

Sample Results



Tell voters about your endorsements

- Let someone else tell why they are for you!
- Endorsements help the voter know you are trustworthy of their vote

George Radanovich for Jeff Denham

- Congressman George Radanovich retiring from congress, sought to endorse candidate Jeff Denham and perform a voter ID survey of those who might support Denham.

Sample for Jeff Denham

- Hello this is congressman George Radonovich, as you may know I am retiring from congress, and supporting conservative Jeff Denham for our district...

Telephone Townhalls

- Powerful way to reach thousands
- Share your vision and hear questions
- Ask for support, volunteers and donations
- Gain instant access with your voters

Anna Little for Congress

- The Anna Little Campaign against Frank Pallone, in New Jersey's Congressional District #3, had set up some debates. They were on the schedule. Suddenly, incumbent Frank Pallone backed out of the debates. He had some higher priority fundraisers to do.

Anna Little for Congress

- Action Solutions discussed what was going on in the race with Campaign Manager, Larry Cirignano. We suggested that the Anna Little Campaign use a Telephone Townhall to publicize the situation and invite people on the phone to listen into and participate in the debate, even though Frank Pallone would not be attending. Action Solutions ran the Townhall and had great results.

Anna Little for Congress

- "You are absolutely right! When we called and invited people to attend a joint appearance between the two candidates it had to be moved to a hotel because the Hospital auditorium was not big enough for the audience who RSVP'd."

Anna Little for Congress

- "Congressman Frank Pallone then withdrew from a joint appearance with Anna Little at the Monmouth Medical Society...Action Solutions delivered a one minute message to every registered voter. We had a packed house. We then called them back that night and broadcast the entire one hour meeting and over 700 people listened in on a Action Townhall."

Anna Little for Congress

- "Congressman Pallone heard about the meeting. (He may have even listened in who knows?) He then called News Channel 12 and agreed to a televised joint appearance that had been an open invitation for months. I am convinced that the Action Townhall broadcast and the telephone blast forced his hand."



Anna Little Sample

- We need to change to bring our economy back, hi this is candidate Anna Little running for congress and I want to ask for your vote and invite you to a live toll free telephone townhall


Anna Little for Congress

- The opponent called up the next day and re-scheduled the debate.
- This gives instant access (reduce travel cost and increase safety) to your voters!

Get Out The Vote Programs – increase your vote!

- Use automated calling and let you the candidate ask for the vote.
- Remind late voters  the urgency of voting.
- Have others ask for the vote!
- WIN!! 

GOTV Calls

- With vote by mail, ask as the ballots drop and the Friday prior to the Tuesday election. 
- Host a “we will help you mark your ballot” Telephone Townhall.

Find your Voters - Voter ID Surveys

- One of the most powerful tools we can use to identify voters on issues.
 - Identify un-affiliated voters on issues. Then ask them to vote for your candidate based upon that shared issue.
 - Find out hot buttons that might get lower propensity Republican voters to vote.
 - Are there democrat voters that can be wooed to vote for your candidate?

Find your Voters Sample message

- Last year the Oregon legislature voted to give violent criminals early release from prison.



Voter ID Survey

- When surveyed, Oregon's unaffiliated voters were found to be conservative!
- But when votes are counted, the percentage that voted (50%) are voting liberal.
- Why??

Un-Affiliated Voters Polling

| % NAVs with Conservative Views | Strong Conservative | Somewhat Conservative | Total |
|--------------------------------|---------------------|-----------------------|-------|
| | Position | Position | |
| Obama Job Performance | 38.1% | 13.7% | 51.8% |
| Arizona Law | 53.5% | 13.7% | 67.2% |
| Early Release | 56.8% | 21.5% | 78.3% |
| Tax Increases | 56.1% | 18.3% | 74.4% |
| Spending Increases | 50.2% | 21.0% | 71.2% |
| Education Funding | 8.8% | 45.2% | 53.9% |
| Generic Ballot | 29.4% | | 29.4% |
| Ideology | 28.0% | | |

Let voters know you align with them

- Discovered that 70% of unaffiliated voters conservative, but 55% voted liberal.
- These can identify your vote based on issues.
- The issues can be used to motivate your voter, using targeted messages to get their vote in.

Recruit Volunteers

- Automated calls can ask for responses
 - See who is planning to attend
 - Look for yard sign locations
 - Find out who is interested in volunteering
- Collect phones, addresses and emails



Thanks!