



Case Study: Candidate Recruitment

CHQ will develop & execute your plan to meet people where they are, even when it comes to recruiting candidates.

AT A GLANCE

WITH CHQ:

- 13,376 total texts sent
- Over 1,000 replies received
- 82 unique potential candidates received

PROBLEM

In 2022, Oregon Republicans were struggling to find a candidate who could fill an open state representative seat.

Unfortunately, candidate recruitment is frequently challenging, especially for Republicans in deep-blue states like Oregon.

SOLUTION

The CampaignHQ team helped Oregonians identify candidates themselves by sending peer-to-peer text messages to hundreds of voters. The Oregon GOP was then able to reach a massive universe of untapped candidates.

Eventually, they landed a star recruit in Tracy Cramer, a young, middle class mom who fit her district, but not necessarily the traditional GOP image.

Overall, Oregon Republicans flipped seven seats in 2022. They also broke the Democrat supermajority in the Oregon House of Representatives.

Hello! Your State Representative seat is open with no one running. Oregon GOP needs a solid Republican to run. Will you consider running? Press 1 for Yes
STOP = END