



Case Study: Telephone Townhalls

Introduce your candidate to hundreds, or even thousands, of voters via telephone townhall.

AT A GLANCE

BY THE NUMBERS:

- 79,993 voters contacted
- 5,128 participants on the line for an average of 24 minutes
- 99% of participants answered the live polls
- Only 3% of participants did not support the candidate
- Participants urged to cast their ballots early

PROBLEM

In 2021, Congresswoman Elise Stefanik found that her district had been redrawn thanks to census-based redistricting.

Not only would she have to continue pushing early turnout, she'd also need to introduce herself to thousands of voters in her district's new communities.

SOLUTION

The CHQ team immediately began working as an extension of Rep. Stefanik's campaign.

CampaignHQ effectively managed and ran a telephone townhall, allowing campaign staff to remain focused on their own tasks.

Additionally, the CampaignHQ team polled voters, asking whether they would support Rep. Stefanik's candidacy and how they planned to vote. Then, the campaign team was able to follow-up with specific voters and push them to turn out at the polls.

When the ballots were counted, Congresswoman Stefanik won in a landslide - 59.7% to 40.2%.

CLIENT TESTIMONIAL

"CampaignHQ is my go-to vendor for telephone townhalls - they are fast and reliable and they ensure the event runs smoothly and is stress-free. They are the experts I turn to to handle all of my townhalls." - *Alex Degrasse, Senior Adviser to Rep. Elise Stefanik*