



# Case Study: Effective Phone Campaigns

CHQ's full-service team will manage your phone plan from start to finish.

## AT A GLANCE

### BY THE NUMBERS:

- 5 rounds of calls
- Universe size: 112,204
- Voting location message delivered: 66,267
- First absentee ballot call: Reached 742 voters
- Second absentee ballot call: Reached 10,085 voters
- EV Push: Direct contact with 58,397 voters
- Election Day pressure calls: Reached 15,777 voters

## PROBLEM

Our client, Alaska Governor Mike Dunleavy, and his team knew that they needed an aggressive voter contact strategy in order to turn out voters in the 2022 midterm elections.

## SOLUTION

Alongside the CHQ team, the Dunleavy re-election campaign was able to target over 100,000 voters with their nearest polling locations.

CHQ launched a series of calls to multiple batches of absentee ballot voters, delivering a social pressure message and pushing supporters to return their ballots.

The CHQ team also pushed voters to the polls when early in-person voting began, leveraging data to seamlessly direct each voter to their closest polling location. Then, on Election Day, CHQ made social pressure calls to those who had not yet voted.

**When the ballots were counted**, Gov. Dunleavy emerged victorious again, winning more raw votes than any other candidate in Alaska and garnering 50.3% on first-choice ballots.

Governor Dunleavy is the first Governor of Alaska to win re-election in the 21st century, and the first Republican governor to win re-election since 1978.