



Case Study: Issue Organizations

CHQ's team has what it takes to achieve your public affairs goals by urging legislators to take action via effective phone campaigns.

BY THE NUMBERS

PATCH THROUGH

- Calls to Gov. Justice: 728
- Calls to legislators: 9,928
- Total calls: 10,656
- Duration: 6 weeks

TELEPHONE TOWNHALL

- Universe size (landline and cell): 109,997
- Participants: 6,714
- Avg. Duration: 16 minutes
- Agreed to contact: 256

PROBLEM

For years, West Virginia Governor Jim Justice was at a stalemate with legislative leaders on how to cut taxes.

Some legislators wanted to cut the income tax, while others wanted to cut or eliminate various classes of personal property tax.

West Virginians were becoming antsy and expected Governor Justice and state legislators to fulfill their campaign promises of reducing taxes in the state.

SOLUTION

The CHQ team worked with the state chapter of a national pro-freedom organization to mobilize constituents.

Via a series of patch through calls and a statewide telephone townhall, West Virginians were urged to pressure lawmakers, as well as Gov. Justice, to take action.

Once all the calls were made, Governor Justice signed HB 2526. The bill would effectively cut the state's personal income tax by 50% over the following three years, making it the largest tax cut legislation in state history in nearly 40 years.