



Case Study: Voter Contact Plans

CHQ's strategic plans have saved campaigns up to 40% on their overall voter contact budget.

AT A GLANCE

WITH CHQ:

- 155,000 voter contacts
- ID to Swing Universe
- Persuasion to Undecided Universe
- AB Push to Seniors
- 3 EV GOTV
- 3 ED GOTV

WITHOUT CHQ:

- 87,000 voter contacts
- 68,000 wasted contacts
- ID to Swing Universe
- 1 EV GOTV
- 1 ED GOTV

PROBLEM

Our client, an incumbent Texas State Representative in suburban Dallas, ran for re-election under challenging circumstances in 2020.

The district, once solidly Republican, had become highly competitive due to a multitude of factors, and both Republicans and Democrats were targeting the race.

Despite limited funding, our client needed to reach voters directly and had to coordinate responses from phones, texts, doors, and early voting returns to get across the finish line.

SOLUTION

The CampaignHQ team developed an extensive voter contact plan to ensure each round of calls and texts focused on the voters' previous response; narrowing the universe so limited campaign dollars weren't wasted.

The CHQ team wrote scripts for the client and managed data from multiple sources, saving time and ensuring a prompt turnaround for a campaign which had very limited resources.

CHQ delivered 155,000 voter contacts, 3 Early Voting GOTV pushes, and 3 Election Day GOTV pushes for our client. **When the ballots were counted**, our client emerged victorious, outperforming both President Trump and Senator John Cornyn by 9 points.