



# Case Study: Dangers of Overreliance on Texting

Don't risk your victory by failing to communicate with voters who don't use cellphones or who have already opted out.

## BY THE NUMBERS

- Universe Size: 75,189
- Messages delivered: 51,952
- Percentage of live answer voters supporting Lombardo: 79%

## PROBLEM

In 2022, the NRA wanted to launch a massive ground game to support Joe Lombardo for Governor.

After knocking on hundreds of thousands of doors and sending nearly half a million texts, the group amassed a list of over 40,000 voters who had opted-out of their text messages.

Additionally, there were 26,000 of their targeted voters with a landline, but no cellphone. In both instances, key voters were being left by the wayside.

## SOLUTION

The AARP reports that 53% of 45-64 year-olds still use landline phones, as do 76% of Americans aged 65+. Knowing that, the CHQ team devised a strategic plan to reach hundreds of targeted voters via live advocacy calls to both landlines and cell phones.

Alongside the NRA, CHQ drafted scripts and dialed out to thousands of voters. Of those who answered and took the one-question survey, 63% responded that they would support Lombardo for Governor.

This multi-pronged solution allowed us to match voters to their best mode of communication, ensuring no one got left behind.

Once all the calls were made, Joe Lombardo was declared the winner, defeating his opponent by roughly 16,000 votes.