



Case Study: Telephone Townhalls for Campaigns

Rep. Mike Lawler (R-NY) used Telephone Townhalls to become the first Republican in 40 years to defeat a DCCC chairman.

AT A GLANCE

BY THE NUMBERS:

- 4 total events executed
- 8,004 total participants
- 2,001 participants per event
- Participants stayed on the line for an average of 13 minutes
- When polled, 77% of participants said YES to voting for Lawler

PROBLEM

Mike Lawler, a former New York state representative, handily won his primary election for New York's 17th congressional district in 2022.

However, the real challenge arose after the primary: Lawler had to defeat Sean Patrick Maloney, who, at the time, was serving as the Democratic Congressional Committee's chairman.

In addition, challenger candidates are tasked with not only introducing themselves to voters, but persuading and turning them out effectively, too.

SOLUTION

The CampaignHQ team developed a plan for Mike Lawler to effectively reach massive groups of voters in his district.

Congressman Lawler utilized CHQ's Telephone Townhalls not only to introduce himself to thousands of his voters, but answer questions and respond to negative attacks from his Democrat opponent.

CampaignHQ's Telephone Townhalls enabled Lawler to continuously reach thousands of voters in his district. **When the ballots were counted**, Mike Lawler emerged victorious, becoming the first Republican to oust a Democratic Congressional Committee chairman in 40 years.