



Case Study: Winning with Text 2 Online Surveys

Identify supporters and the issues that matter to them directly with texts to online surveys.

AT A GLANCE

- Percent of respondents supporting Kim Taylor: 75%
- Email addresses collected: 37
- Percent of respondents willing to volunteer: 18.9%
- Election won by: 76 votes

PROBLEM

Virginia House of Delegates member Kim Taylor knew she would need to identify supporters ahead of her November 2023 election.

Not only did Del. Taylor want to introduce herself to constituents, but she wanted to identify the issues that mattered to them, and see if any would volunteer for her campaign. Due to the nature of the district, she'd won her first election by a slim margin, and wanted to turn out every voter possible the second time around.

SOLUTION

CampaignHQ launched an innovative Issue Text 2 Online Survey campaign which encompassed an introduction from Kim Taylor as well as asked the constituent multiple follow-up questions.

The survey inquired whether the recipient would vote, how they would vote, if they would like a yard sign, and if they would like to volunteer. It also allowed the client to track responses by using a clickable link.

At the end, the survey's crosstabs urged respondents to input their email addresses to stay up to date on campaign news. Once all the texts were sent, we acquired nearly 40 new email addresses and over 90 responses, and the campaign team was able to poll constituents, gather valuable insights, and activate new volunteers.

Using our Text 2 Online Surveys, the CHQ team also delivered actionable social pressure messages to undecided voters. When all the ballots were counted, it was deemed both effective and necessary: Kim Taylor emerged victorious, winning re-election by just 53 votes.



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MESSAGE SENT FOR DEL. KIM TAYLOR'S TEXT 2 ONLINE SURVEY:



Hi John, this is Kim Taylor, & I'm running for Virginia House of Delegates because I ❤️ Virginia and want to make our state the best place to live and work.

Tap the link to find out how I will make a difference & let me know what you think:

<https://s.text2online.com/s3>

Stop=End



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SURVEY QUESTION USED FOR DEL. KIM TAYLOR'S TEXT 2 ONLINE SURVEY:

Virginia Election Survey [1015544](#)

1. Kim Taylor is committed to fighting inflation, lowering healthcare costs, and protecting our communities by standing up against defund-the-police radicals. Kim supports farmers, small businesses, and students by prioritizing rural broadband access, and Kim is a champion for families, supporting school choice and empowering parents in their children's education.

Can Kim count on your vote in November? *

Yes

No

Undecided



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SURVEY QUESTIONS FOR DEL. KIM TAYLOR'S TEXT 2 ONLINE SURVEY:

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4. Would you be willing to volunteer just 2 hours of your time to help elect Kim Taylor? *

Yes

No