



Unwavering Persistence

Against formidable obstacles, you need champions for your public affairs campaign. Our team will help you activate a grassroots army.

www.CHQ.us

888-722-4704

AT A GLANCE

- An average of 250 constituents connected per office
- 42 targeted legislators
- Over 110 days, we connected 10,908 North Carolinians with their elected representatives

PROBLEM

For years, lawmakers in North Carolina worked to enact legislation making changes to the state's voting rules. They faced vetoes from the governor and lawsuits blocking previous legislation. However, the 2020 election created a greater erosion of public confidence in the voting systems, and Republicans in the state gained legislative seats.

As the debate began, our client needed to encourage wavering North Carolina legislators to support the bill, protecting local elections from corporate and private influence.

SOLUTION

We made daily patch-through calls to 42 target legislators, continuously shifting targets, messaging, and patch numbers as the bill advanced through the legislative process. Over the course of the 110 day program, we connected an average of 250 constituents to each legislator.

Each patch briefly explained the Election Transparency Initiative - how it would restore trust in our election system, make elections more fair and secure, maintain the accuracy of voter lists, and protect access for poll observers. Once we determined if a constituent was supportive, we patched them directly to their lawmakers, giving them instructions on leaving a voicemail and a call to action.

Our unwavering persistence became evident when the governor vetoed the bill. Instead of relenting, we intensified our efforts, sustaining pressure on the North Carolina legislature until the veto was resoundingly overridden.

Mobilizing the Grassroots to Win Your Public Affairs Campaign