

# FIELD STRATEGIES



# ELECTORAL ADVANTAGE

**location**

888 16th Street NW • Suite 650 • Washington, DC

**phone**

202.540.8027

**fax**

202.478.0388

**web**

[www.fieldstrategies.com](http://www.fieldstrategies.com)



## ADVANTAGE

Conventional wisdom holds that typical field programs, at best, provide small, single-digit advantages to political campaigns. At Field Strategies, we take pride in innovating new technologies, efficient organizational structures, and creative message delivery systems to move beyond single-digit impacts. Collectively, the Field Strategies team has decades of experience designing and implementing coordinated field programs, and election results bear out the advantage Field Strategies' approach brings to Democratic campaigns - often accounting for double-digit gains in support.

## EXPERIENCE

Since 1997, Field Strategies has been instrumental in securing victories for Democratic Governors, U.S. Senators, U.S. Representatives, and statewide ballot initiatives. Field Strategies has also been the driving force behind massive voter registration and petition circulation drives, helping to reshape the electorate favorably for Democratic causes.

In recent years, Field Strategies has partnered with many candidates, state parties, unions and party committees to design and implement successful voter contact and GOTV plans, including:

- ◆ Rep. Bill Pascrell (D-NJ)
- ◆ Governor Martin O'Malley (D-MD)
- ◆ Mayor Ed Lee, San Francisco, CA
- ◆ Mayor Kasim Reed, Atlanta, GA
- ◆ Mayor Mitch Landrieu, New Orleans, LA
- ◆ Senator Bob Menendez (D-NJ)
- ◆ Rep. John Conyers Jr. (D-MI)
- ◆ Gaming Ballot Initiatives, 2008 & 2012 (MD)
- ◆ Service Employee International Union (SEIU)
- ◆ American Federation of State, County and Municipal Employees (AFSCME)
- ◆ United Autoworkers (UAW)
- ◆ EMILY's List
- ◆ Planned Parenthood Federation of America

In recent years, Field Strategies successfully led efforts in support of Senator Chris Murphy (D-CT), Tim Kaine (D-VA), and President Barack Obama. Field Strategies' past client list also includes Vice President Joe Biden, Governor Steve Beshear (D-KY), America Coming Together (ACT), the New Jersey Democratic Party, Pennsylvania Democratic Party, Kentucky Democratic Party, Arizona Democratic Party, Florida Democratic Party, Ohio Democratic Party and the Maryland Democratic Party.

## INNOVATION

At Field Strategies, we create the systems that become the standard. Our highly selective recruitment and hiring processes provides confidence that campaigns and candidates will be appropriately represented by only the most qualified and professional canvassers and field organizers. Our distinct field accountability procedures, comprehensive tracking and reporting systems, and a structured management environment assure the most effective and efficient voter contact program is carried out. These evolutions in field management and infrastructure, along with continuously advancing technology solutions for voter targeting and contact, enable Field Strategies to offer a distinct, winning advantage.

## SPEED

Field Strategies understands that time is every campaign's most precious commodity. Our nationwide network of experienced campaign professionals allow us to provide immediate on-the-ground assistance with data analysis, voter targeting, budget development, and campaign startup management, enabling our teams to launch voter contact field operations of any scale within days. The ongoing analysis of data trends supplies Field Strategies with the most current and accurate intelligence to inform important campaign decisions, reallocate resources, and rapidly adapt to changing campaign dynamics.

### FIELD STRATEGY

#### Challenge:

Incumbent Governor Martin O'Malley faced both a severely unmotivated base and a statistical dead heat in statewide polling in the months leading up to re-election. In addition, the 2010 Primary Election results showed a steep decline in Democratic voter participation - nearly 100,000 fewer Democrats voted in the Primary than in 2006, while Republican participation surged by 50,000. In order to win re-election and overcome the significant enthusiasm gap between the parties, the Governor needed a strong mobilization effort in the base Democratic counties of Baltimore City, Prince George's County and Montgomery County.

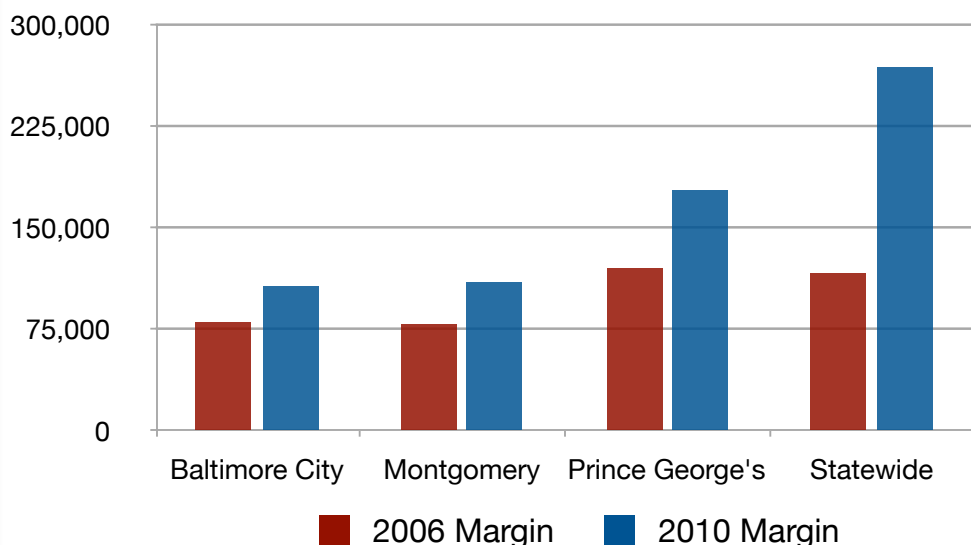
#### Strategy:

Field Strategies' staff orchestrated a massive voter contact program focused on turning out Democratic African American voters in the three key Democratic counties, making a strong push to the state's Early Vote Program. Using Diane Feldman's research and focus group-tested messaging, the program included multiple layers of communication through door-to-door canvassing, strong visibility, phones, and mail efforts. Activity lasted 6 weeks before a GOTV pull of supporters.

#### Result:

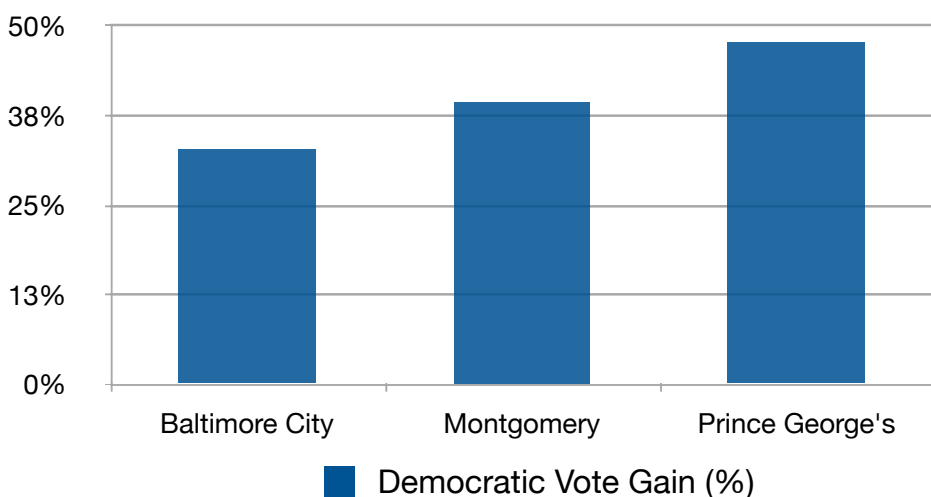
Field Strategies sent out over 4,000 canvass shifts and knocked on over 384,000 doors resulting in over 93,000 personal contacts, layering the messaging with 9 waves of mail and over 802,000 phone contacts. Election return analysis shows that Democratic margins of victory in targeted counties grew from 279,769 to 394,638 votes from 2006, an increase of nearly 41%. Victories in these counties led the Governor to a 2010 statewide margin of 268,642 votes.

**2010 vs 2006 Margin in Targeted Counties and Statewide**



REGION	2006 MARGIN	2010 MARGIN
Baltimore City	80,582	106,995
Montgomery	78,802	109,842
Prince George's	120,385	177,801
Statewide	116,815	268,642

**2010 Democratic Margin Increase in Targeted Counties**



COUNTY	DEMOCRATIC MARGIN GAIN %
Baltimore City	32.78%
Montgomery	39.39%
Prince George's	47.69%