

FIELD STRATEGIES



ELECTORAL ADVANTAGE

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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:

After the 2011 redistricting process, New Jersey's 9th Congressional District saw two incumbent Democrats facing off for the same seat. Congressman Steve Rothman's base of voters lay predominantly in Bergen and Hudson Counties while Congressman Bill Pascrell's base of voters lay in Passaic County.

Pundits and political insiders predicted a landslide victory for Rothman early on and some encouraged Pascrell to withdraw from the race. Historically, the Pascrell portion of the new district represented about 34% of the votes to Rothman's 66%. Further, many Pascrell voters had been displaced by massive flooding in 2011.

Solution:

Working in tandem with the Pascrell campaign's highly disciplined group of battle tested veterans, Field Strategies deployed a team of experienced operatives tasked with recreating the electorate and driving Passaic County to record turnout.

• Program Goals:

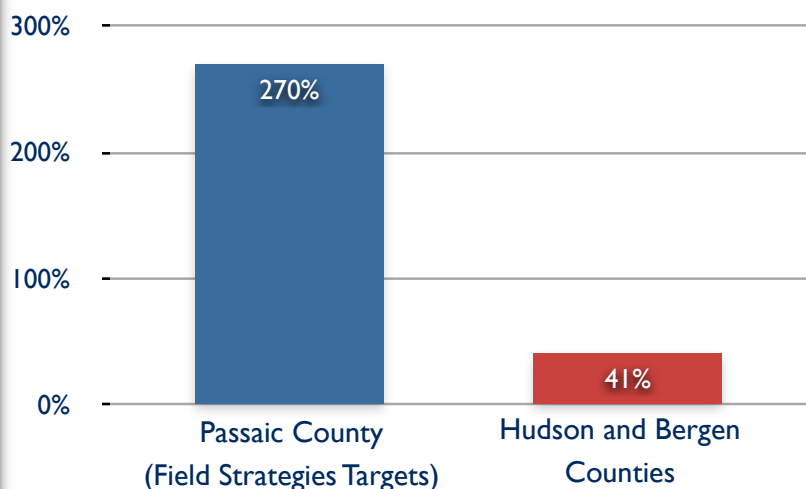
- Massive voter registration and re-registration in Passaic County.
- Voter Pledge Card Drive
- Comprehensive voter contact program with multiple messaging layers culminating in 14 points of voter contact.

Result:

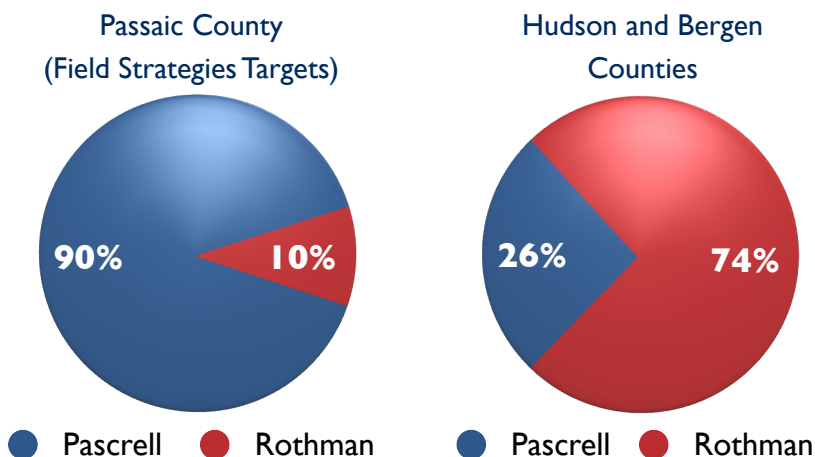
The veteran Pascrell team surpassed expectations at every level. Nearly 12,000 people registered to vote in advance of the primary according to county records and Passaic County saw an unprecedented 270% increase in turnout from the 2008 Senate Primary. Over 90% of Passaic County cast their ballots for Bill Pascrell. The vote accounted for 54% of overall votes cast and Congressman Pascrell won in a landslide, 61% - 39%.

"My parents always told me not to start fights, but to know how to end them."
- Congressman Bill Pascrell (D-NJ)

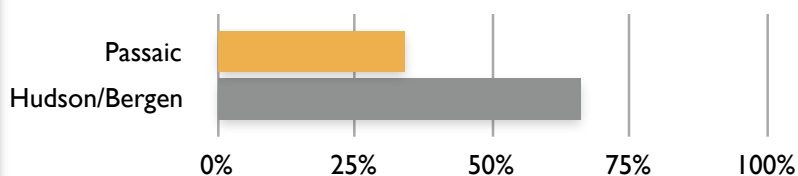
Turnout Growth - 2008 to 2012



2012 Primary Election Results



2008 Primary Vote Share



2012 Primary Vote Share

