

# 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.

# Kasim Reed - Atlanta Mayoral Runoff Election, Dec 2009

## FIELD STRATEGY

### Challenge:

Kasim Reed emerged from the General Election with only 36% of the vote, 10 points behind the top finisher, Mary Norwood. Norwood enjoyed a large base of motivated activists as she hoped to be Atlanta's first white mayor since 1976. Over 78,000 voters participated in the General Election. Most observers expected turnout to drop 10% as it did for the 2005 mayoral Runoff. Reed's path to victory lay in expanding his overall vote while capping Norwood's votes in his base precincts.

### Model:

Working on behalf of AFSCME, Field Strategies led an Early Vote canvass targeting 39 precincts in proximity to Early Voting centers. This canvass was followed up by a four-day GOTV canvass in 58 precincts. These programs converged with live phones to deliver 11 waves of pro-Reed and anti-Norwood messaging and generate much-needed "buzz" for Reed in his base.

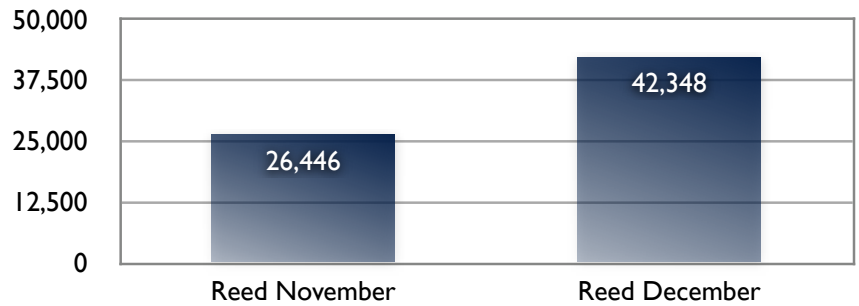
### Persuasion:

Field Strategies successfully drove down Norwood's overall vote totals despite a citywide increase in turnout. Among precincts targeted for the Early Vote program, Norwood support dropped over 31%. In targeted GOTV precincts, Norwood support dropped 6.8% compared to 19.1% growth in non-targeted similar precincts.

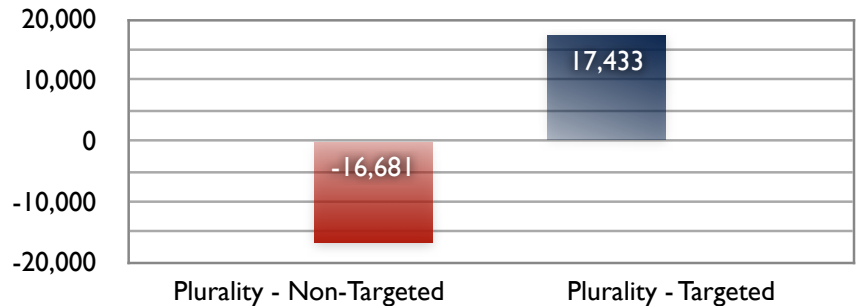
### Result:

Reed generated 15,902 more votes than in the general election four weeks earlier. Precincts targeted by Field Strategies programs accounted for a 17,433 vote plurality for Reed, while Norwood accrued a 16,681 vote plurality in non-targeted precincts. In the end, Reed won by 752 votes.

Reed Vote Increase - Nov. General to Dec. Runoff



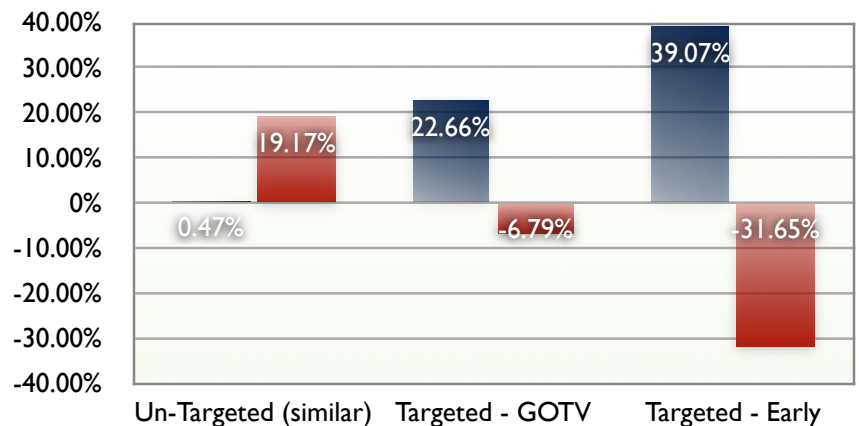
Reed Vote Plurality - Dec. Runoff



Turnout Increase - Nov. General to Dec. Runoff



Election Results - Dec. Runoff



Reed Norwood

**FIELD STRATEGIES  
TARGET PRECINCTS  
ATLANTA MAYORAL  
DECEMBER 2009**

