

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

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:

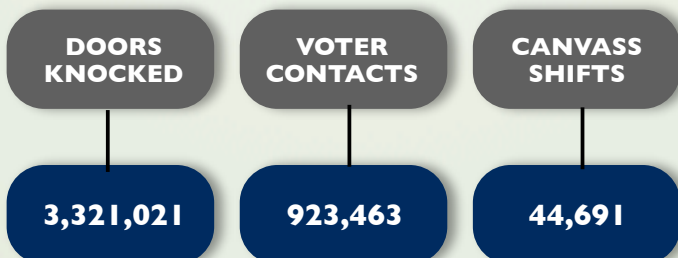
The week before Election Day states along the Eastern seaboard braced for Hurricane Sandy. News media called for severe flooding, mass evacuations and extended power and communication outages. FS organizers were preparing to deploy thousands of GOTV canvassers from 18 field offices and dozens of staging sites in support of Presidential and Senate battleground contests in Virginia, Pennsylvania, New Jersey and Connecticut, as well as the most expensive ballot initiative campaign in Maryland's history. GOTV plans needed to be expanded quickly to account for power outages at polling places, crippled public transportation and flooded streets.

Solution:

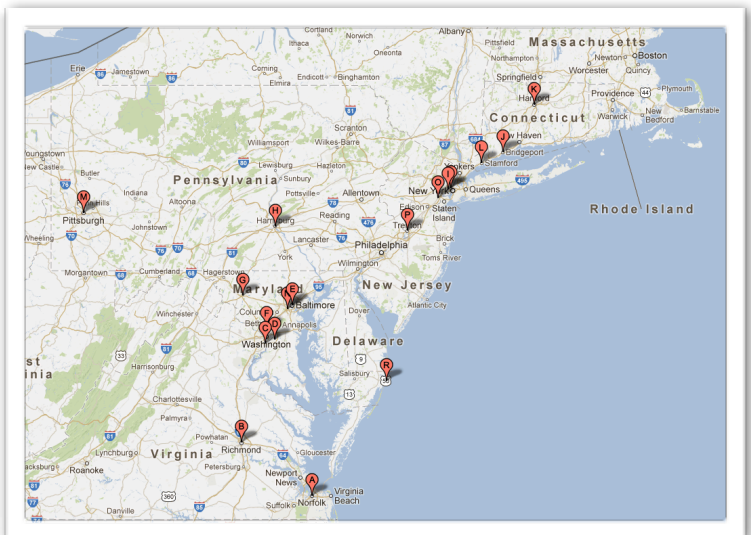
Within 24 hours, Field Strategies staff created and implemented a comprehensive Hurricane Preparedness document to ensure staff safety, account for added complexities and minimize disruptions to the staging effort. Successful execution of the plan resulted in:

- Establishing “fallback” field offices and staging sites in areas with no power
- Caravans to acquire and ration gasoline from stations within 60 miles to be used for canvasser staging and “Rides to Polls” programs
- Voter Education program using sound trucks, SMS and live and automated calls to update voters to traffic and polling location updates and changes
- Constant communication with municipal and county election officials to keep GOTV plans updated almost hourly

2012 CANVASS RESULTS



The path of Hurricane Sandy, October 26, 2012



18 battleground field offices in VA, CT, PA, NJ and MD



Overcame extreme conditions to meet each region's unique challenges. (Photo of New Jersey Polling Location)