



NATIONWIDE EXPERIENCE

Field Strategies work is rooted in connecting candidates, organizations and campaigns with the Democratic and progressive base. Our diverse staff has spent over a decade designing experiments and implementing voter contact plans in Hispanic and Latino communities across the country. Voter registration drives, ballot initiative education and GOTV mobilization efforts are just a few examples of our work in bilingual communities at the municipal, state and federal level.

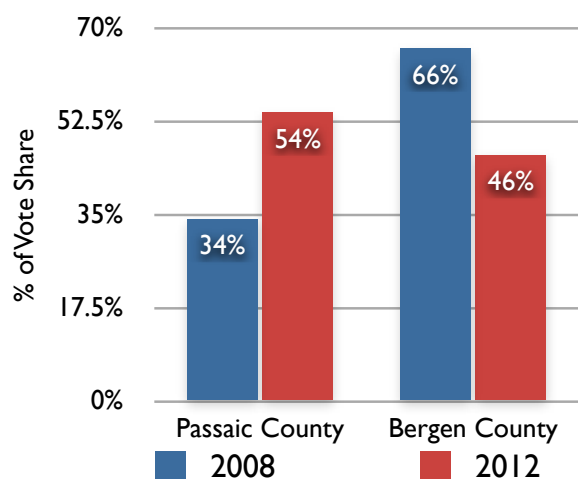
Recent Program Cities

Los Angeles, CA	Sacramento, CA	Philadelphia, PA
Miami, FL	Milwaukee, WI	New York, NY
Phoenix, AZ	Detroit, MI	Denver, CO
Las Vegas, NV	Reading, PA	Bridgeport, CT
Newark, NJ	Passaic, NJ	Richmond, VA
Washington, D.C.	Paterson, NJ	New Orleans, LA

2012 CASE STUDY: REGISTRATION & TURNOUT

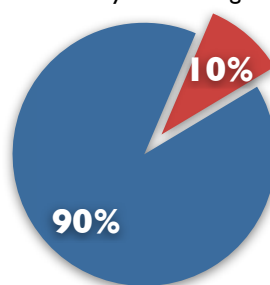
For a June 2012 primary, Field Strategies needed to boost Latino turnout in Passaic County, NJ in support of Congressman Bill Pascrell (D-NJ). In previous cycles, Passaic County and its majority Latino population usually only represented 34% of the primary vote share. As shown below, Field Strategies' program consisting of data analytics, intense grassroots contacts, telephone and digital outreach pushed Passaic County to a 54% vote share, and drove Congressman Pascrell to a landslide 20-point victory over his opponent, Congressman Steve Rothman.

Vote Share Increase: 2008 - 2012

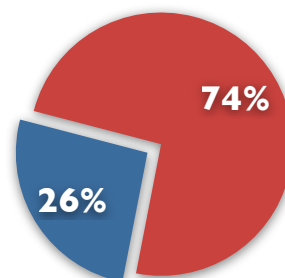


2012 Primary Election Results

Passaic County Primarily Latino Targets



Bergen County



● Pascrell

● Rothman