

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.

Mitch Landrieu - New Orleans Mayoral Election, Feb 2010

FIELD STRATEGY

Challenge:

•In seven weeks, overcome a historically polarized electorate in New Orleans and the late entry of our candidate, Mitch Landrieu, into a crowded mayoral races to win on the first ballot and avoid a costly and divisive run-off.

Plan:

•Field Strategies worked closely with the Landrieu campaign to design and implement a comprehensive voter contact program. We immediately established an on-the-ground presence to:

•Persuade the 63% of the New Orleans electorate that is African American to elect their first white mayor in 32 years.

•Run up margins for Landrieu with the Early Vote Program.

•Engage a distracted electorate & maintain day-to-day operations despite massive road closures and crowds due to the excitement of the Super Bowl and Mardi Gras.

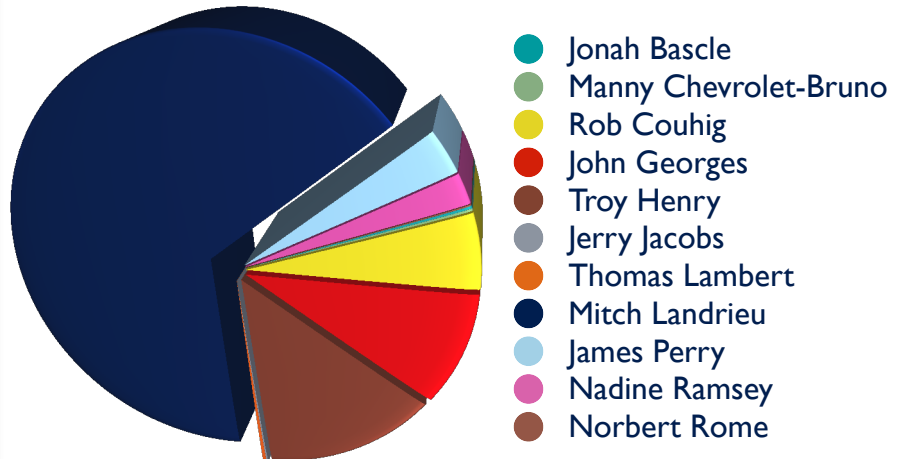
Model:

Field Strategies led an Early Vote canvass program targeting 73 high performing precincts, and also conducted a persuasion canvass in 112 predominantly African American precincts. These programs were able to reach 72% of targeted voters.

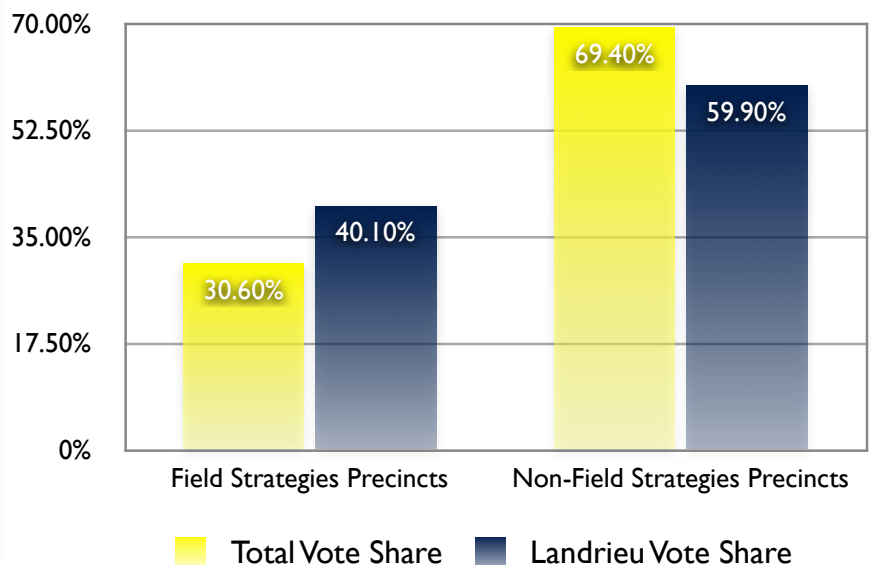
Result:

Landrieu amassed over 65% of the total vote in the first ballot demonstrating a broad base of support for the incoming mayor and avoiding a costly run-off election. Field Strategies targeted precincts saw a 32% growth in turnout over similar, non-Field Strategies precincts.

Vote Share



Vote Share Increase in Field Strategies Precincts



Turnout Increase in Field Strategies Precincts

