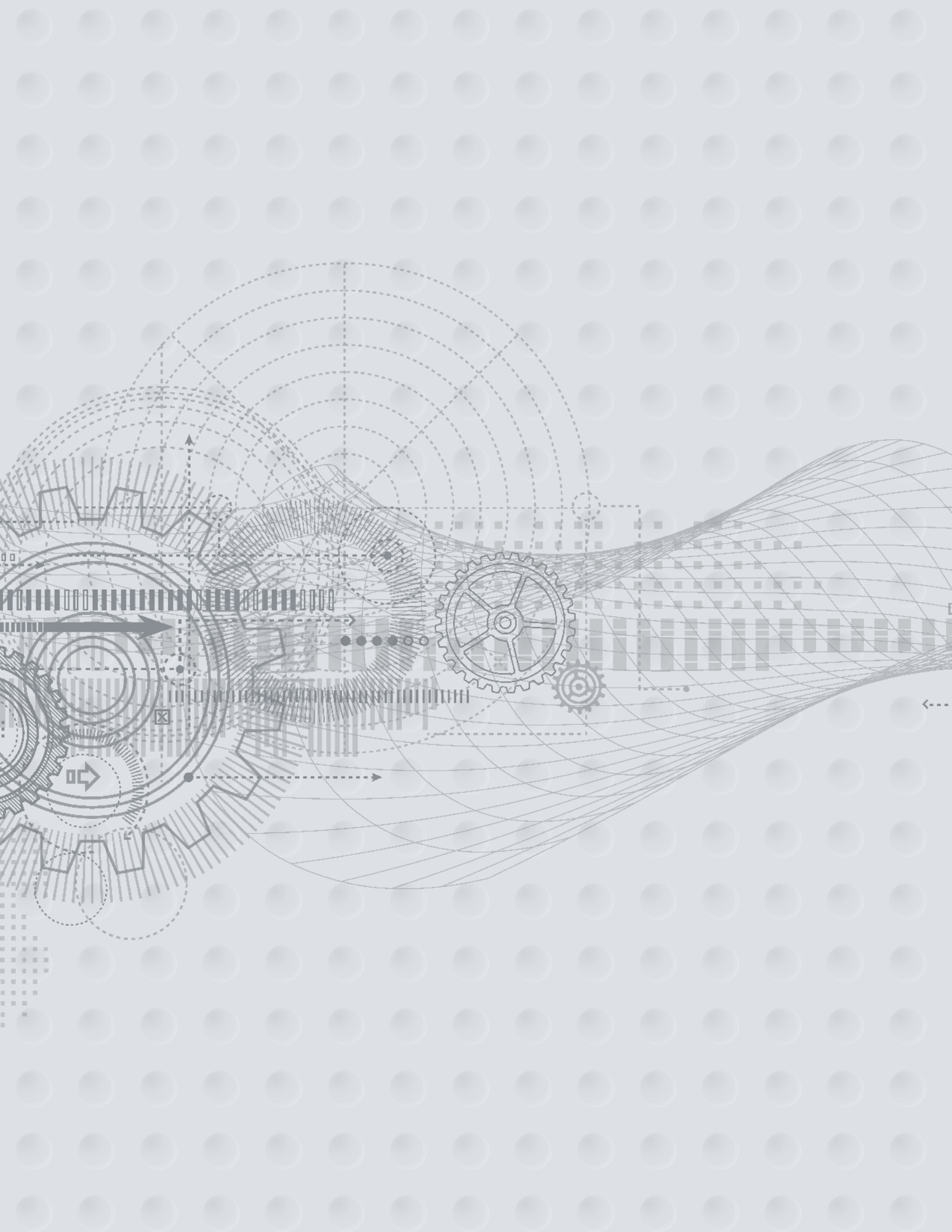






CENTER FOR STRATEGIC INITIATIVES





“People in both fields operate with beliefs and biases. To the extent you can eliminate both and replace them with data, you gain a clear advantage.”

— *Michael Lewis, Moneyball: The Art of Winning an Unfair Game*



In the next election cycle, millions of dollars will be spent on "tried and true" methods of turning out voters: phone calls with scripts, direct mail, advertising and door-to-door efforts.

But how "tried and true" are those methods? Are they based in science or based on best practices that everyone assumes are correct because "we've always done it that way"?

The Center for Strategic Initiatives was established to replace “tried and true” with best campaign practices based on data, testing and science.

An experienced group of right-leaning strategists and academics have come together to build the Center for Strategic Initiatives (CSI) to study campaign best practices.

CSI is an independent academic analytic testing service designed to discover the most effective and efficient methodologies to persuade and turnout voters.

CSI experiments are designed, executed, analyzed and conducted by an esteemed group of academics and operatives to ensure all results are scientifically sound and repeatable.

As a neutral third party, CSI provides clients with an unbiased, unvarnished assessment of current best practices. Each test is monitored by an Academic Independent Review Board to ensure a quality product.

"The mere existence of the CSI field experiments seminar represents the right's most constructive engagement with the continued traumas of its loss in the 2012 Presidential race—not just the fact that it had lost, but that it didn't know at the time it was losing, and even afterward was at a further loss to understand how or why it had done so. While many Republicans responded by conceding catch-phrase-ready deficiencies—a need to do more and better with Big Data or the Ground Game—others were willing to acknowledge that the underlying problem was the lack of a culture within the GOP to encourage innovation."

—"Inside the GOP's Effort to Close the Campaign-Science Gap With Democrats," Bloomberg Politics, July 8, 2015

CSI: A Revolution for The Right



The Center for Strategic Initiatives is a one-of-a-kind institute for the right, dedicated to advancing the conservative cause. That means winning elections.

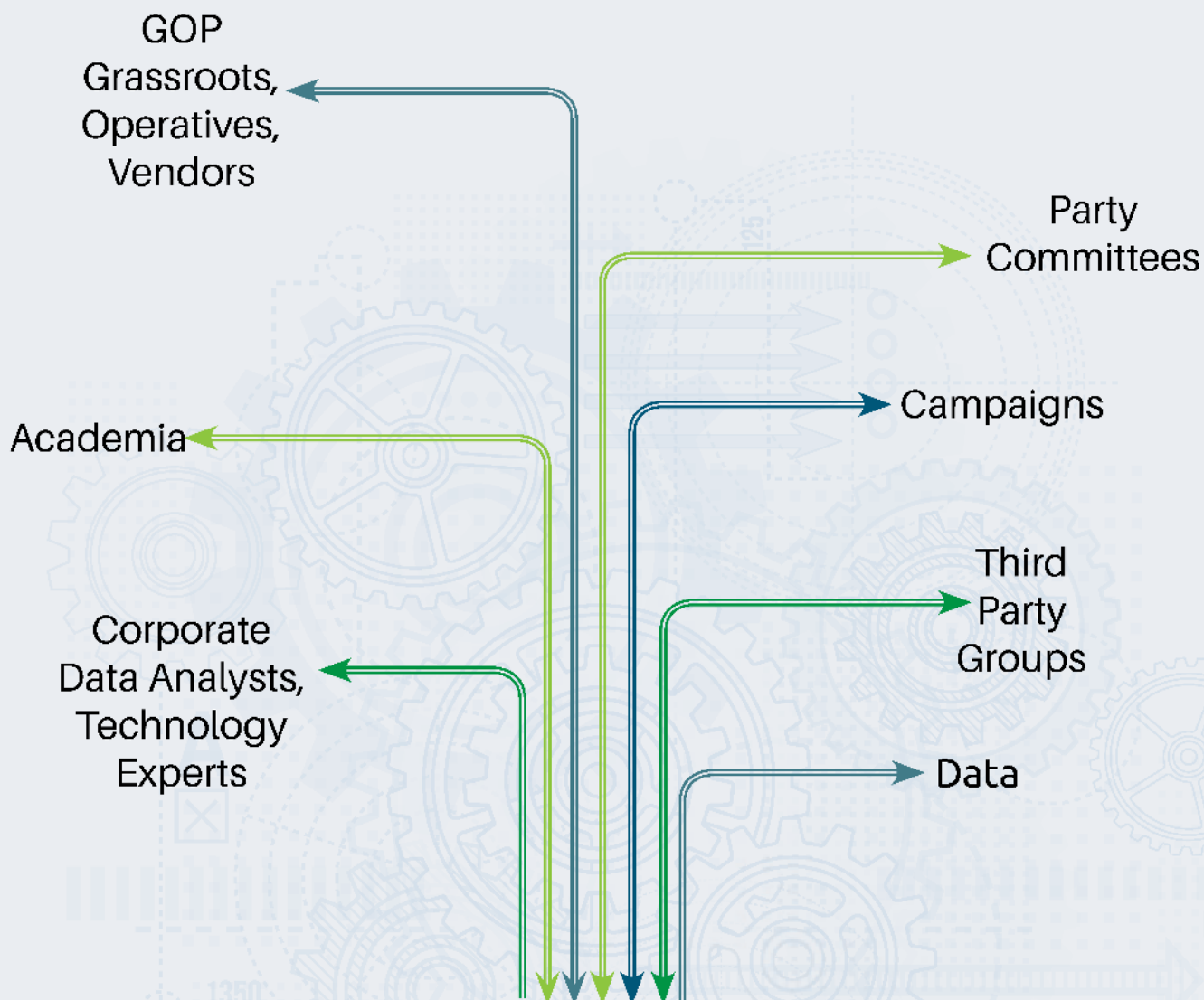
To do so, Republicans need to use the most effective means of turnout and persuasion. The GOP grassroots, donors and affiliated organizations deserve to know that precious time and money is being optimized.

CSI experiments further the right's commitment to seeking new and innovative ways to approach electioneering, and are an important first step on the road to winning races in 2016 and beyond.

Through rigorous testing and analysis, CSI develops best practices to optimize the return on investment for voter contact, saving the Republican Party millions of dollars.

The results of CSI's testing provide Republicans with a roadmap to winning elections, while optimizing the Return on Investment (ROI) per voter.





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Since 2013, bi-monthly CSI Field Experiments Seminars have been widely attended by leading operatives, academics and data scientists—a group dedicated to sharing proven and cutting edge methodologies in a collaborative, cooperative environment.

Future Academic Summits will bring conservative political scientists together with political operatives to present research from recent studies, discuss future tests and identify opportunities to enrich existing research.

Supporting CSI means supporting a new collaborative brand of Republican think tank, dedicated to replacing conventional wisdom with empirical data.



What's Next?

"An investment in
knowledge pays the
best interest."

— Benjamin Franklin

To develop what our party needs to win, we cannot act individually. Only by collaborating and pooling our resources and knowledge can we forge the new methodologies we need to succeed.

CSI's purpose is not to be a quiet library but rather a proselytizer of what it really takes to help Republicans win at every level. CSI will not only conduct tests, but continue to distribute and share its discoveries so best practices are developed and widely used within the Republican party.





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