

Vote by Mail Strategic Planning

COVID-19 has changed campaigns. New looser absentee rules and some elections are moving entirely to Vote by Mail.

Reality check — the Democrats are VERY good at Vote by Mail.

To win in 2020 a campaign has to have a *proactive* and *cutting edge* Vote by Mail plan.

Grassroots Targeting is the team you NEED on your side for Vote by Mail Planning

- Unmatched experience with Vote by Mail/AB in all 50 states
- Conducted dozens of rigorous field tests on Vote by Mail tactics
- Worked with election officials and county, city and town clerks in all 50 states
- Built unique Vote by Mail predictive models
- Understand how to combat Ballot Harvesting
- The ONLY team to BEAT the Democrats at their own game — Florida Senate Recount 2018



Pro-Active Actions – The most important component of a Vote by Mail plan

- The Grassroots Targeting team knows how the Democrats think and will stay one step ahead
- We understand the law and will work it to your advantage
- We know numbers and will work to generate enough ballots to make a candidate victorious



A successful Vote by Mail plan involves a budget and wise spending

- GT will build a cost efficient plan with the smartest mix of voter contact tactics: mail, digital, phone, and volunteer outreach
- Precise timing — when voters mail in their ballot — ensuring a campaign is spending money on voters when it matters most



The nation's best Modeling and Data firm

- We model and identify campaign specific Vote by Mail audiences
- We continuously test Vote by Mail tactics and message
- We model *individual* voters' timing on returning their ballot
- We track ballot return and clean files *daily*



Other firms use data analytics to get you to buy their product.

GT uses data analytics to help you spend smarter and invest in what you need to win.