



# Case Study

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Pennsylvania  
Vote by Mail Effort  
Contributes to Statewide  
Republican Sweep  
(2024)

In 2024, Republicans started with an enormous historical disadvantage with pre-election day voting. The Democrats banked over 900k more early votes than Republicans in 2020 and that weakness was compounded in 2022 with Republican's distrust in voting by mail.

Pennsylvania Republicans understood that to win the Presidency and the Senate they needed to invest in a vote by mail program to level the playing field. In addition to their commitment to winning, they also understood the importance of setting up Pennsylvania for future wins by changing the early vote culture and building a Republican permanent absentee ballot list.

Republican State Leadership Committee along with Keystone Renewal PAC and other Pennsylvania stakeholders imagined and executed a program that defied history by cutting the early vote gap in half and assisting in turning out low propensity voters early.

Grassroots Targeting was proud to be brought in as the data team. Nick Lauritsen, Grassroots Targeting Vice President, took the lead working hand in hand with the RSLC and Keystone Renewal PAC to develop a targeted "prospect" list with the messages that would persuade our voters to vote by mail.

## Phase 1: Develop Persuasive Messages with Focus Groups

The effort began with focus groups in Philadelphia and Pittsburgh where participants were recruited from a Grassroots Targeting voter file using both Republican propensity and vote history. The groups were very useful in helping develop persuasive messages to vote by mail. It also became clear through the focus groups that this was going to be an extremely tall hill to climb. The RSLC was exceptionally proactive knowing the only way to break through was to start early and use the primary as a launching ground.

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## By the Numbers

**998,042**

persuadable Republican voters identified

**240,430**

Republicans added to permanent Vote By Mail list

**52,000**

new Republican early votes in 2024

**200%**

higher mail ballot request rate than non-targeted modeled Rs

## Phase 2: Microtargeting Project Targets 1 Million Republican Voters

Nick quickly turned around a microtargeting project and was able to identify 1 million likely Republican voters who could be persuaded to vote by mail with the right message and were not on the existing permanent absentee list. Of those 1 million voters over 21% requested an absentee ballot, this is a 200% overperformance of the 10% of the non-targeted modeled republicans who voted by mail.

## Result: 52,000 New Republican Early Votes

The RSLC and Keystone Renewal PAC were well positioned to ride President Trump's wave of support. They took this Republican enthusiasm and were relentless in chasing the ballots with the right messages and the results speak for themselves! The modeled target Republican low and mid turnout voters produced over 52,000 new Republican early votes. The margin of victory in the US Senate race was 15,111 votes.

Low-turnout Republicans made up 18% of the GOP pre-election day vote, a 4-point advantage over the Dems 14%.

There was a lot of talk about "cannibalizing" our Republican vote but we never lost focus and came up with a massive advantage among pre-election day voting for mid and low turnout Republicans over Democrats. Mid-turnout Republicans made up 10% of the total pre-election day rep votes versus 9% for Democrats. Low-turnout Republicans made up 18% of the GOP pre-election day vote, a 4-point advantage over the Dems 14%.

Grassroots Targeting is proud to have been a part of an historic effort that was able to contribute to a statewide Republican sweep and an addition of 240,430 new registered Republicans to the permanent VBM list for 2025, 2026 and beyond!

**The Telegraph**

October 24, 2024

**REPUBLICAN EARLY VOTE  
SURGE REPORTED IN  
PENNSYLVANIA**

**AP** Associated Press

October 24, 2024

**More Republicans are Voting  
Early, Helping Break Records**

**The Philadelphia Inquirer**

November 8, 2024

**McCormick declared  
winner of Senate Race**