

The background features several concentric circles, some solid and some dashed, in a light gray color. A large red speech bubble with a white outline is centered on the page, containing the text.

**TCSG's  
Congressional Race  
Mobile Phone  
Voter-Contact Bundle**

# 2020 CAMPAIGN TRENDS

- Digital Spending Surpasses Television
- Micro-Targeting Outperforms Mass Media
- Grassroots Outreach Goes Mobile

**The  
winning  
formula:**

**IDENTIFY  
and  
TURNOUT  
your base**

# EACH MOBILE BUNDLE:

- Targets voters sorted in blocks of 25,000
- Targets registered Republicans and Independents
- Includes seven outreach touch-points
- **IDENTIFIES** and Energizes your base
- Culminates with GOTV, driving voter **TURNOUT**

**COST – Bundles are priced individually, volume discounts apply. Call for quote: 877-294-0564**

Each congressional district contains approximately five 25,000 voter blocks of targeted Republican and Independent w/ cell phones (actual counts vary). Your campaign team selects the target voter file for each bundle; the percentage of Republican vs. Independent counts for each bundle should be representative of the District.

**Touchpoint #1**  
**TEXT MESSAGE**  
**VOTER ID\***

We text each voter, the message reads:

***It's time to end Nancy Pelosi's leadership; let's take back the House in November. Every congressional seat is critical, can Republican Mike Smith count on your vote for FL District-4?***

***Reply:***

***Y – for YES***

***N – for NO***

***U – for Undecided***

***Text “STOP” – to opt out***

[\* - The FCC's Telephone Communications Protection Act (TCPA) requires text messages for political campaigns be sent manually peer-to-peer, no opt-in required. TCSG's text platform is 100% TCPA compliant]

**Touchpoint #2**  
– same day  
FUND RAISER  
FOLLOW-UP TEXT  
MESSAGE

All Step-1 “YES” replies receive this text:

***Thank you for supporting Mike Smith for Congress.  
We’re funding our campaign with small donations. If  
you’d like to contribute \$5 or \$10 please click on this  
link ... [http://www.Mike  
Smithforcongress/contributions](http://www.MikeSmithforcongress/contributions)***

***Text “STOP” – to opt out***

**Touchpoint #3**  
- following day  
EARLY VOTING  
ABSENTEE  
BALLOT TEXT

All Step-1 “YES” replies receive this text:

***Thank you for supporting Mike Smith for Congress.  
Early voting is easy and convenient. To request your  
Absentee Ballot please click on this link and follow the  
prompts ... [http://www.Mike  
Smithforcongress/absentee.ballot](http://www.MikeSmithforcongress/absentee.ballot)***

***Text “STOP” – to opt out***



**Touchpoint #4**  
- following day  
LIVE-AGENT  
“UNDECIDED”  
POLL

All Step-1 “UNDECIDED” text respondents receive a live-agent phone call.

Telephone script:

***Hello Mr./Mrs. \_\_\_\_\_,***

***Thank you for your text response regarding the upcoming election for FL District-4 congressional seat. We understand you're still undecided. May I please take two minutes of your time to ask you three quick questions about the race?***

***If - “NO,” terminate call***

***If - “YES” ...***

***That's great, thanks: (proceed to polling questions)***

# Poll Question - 1

***If you were elected to congress and could only pass one law, what issue would you address? In other words, what's the most important issue for "AMERICA," not Florida specifically?***

***A. Immigration***

***B. Tax reform***

***C. Healthcare***

***D. Economy & Jobs***

***E. Climate change***

***F. Criminal Justice Reform***

***G. Other*** \_\_\_\_\_

## Poll Question 2

**Again, for “AMERICA” ... What’s the 2<sup>nd</sup> most important issue:**

**A. Immigration**

**B. Tax reform**

**C. Healthcare**

**D. Economy & Jobs**

**E. Climate change**

**F. Criminal Justice Reform**

**G. Other** \_\_\_\_\_

Poll  
Question 3

***Now, just concerning the state of FLORIDA, and congressional District-4, what's the #1 issue?***

***A. Immigration***

***B. Tax reform***

***C. Healthcare***

***D. Economy & Jobs***

***E. Climate change***

***F. Criminal Justice Reform***

***G. Other*** \_\_\_\_\_

## Poll Script continued ...

***Thanks. I'd like to invite you to join a TeleTownhall with Mike Smith. You'll be joining hundreds of other undecided voters in District-4 on a conference call with Mike. You can ask questions, or just listen. This is a great opportunity to get to know Mike, and learn more about his beliefs and values. The event is scheduled for 7:00PM tomorrow, would you like to join in?***

***If - "NO," say THANKYOU and terminate the call***

***If - "YES," ... Great, I'll send you a text with the dial-in number. The TeleTownhall starts at 7:00PM and runs for about 1-hour, you can join in any time.***

***Thanks again. I'm certain you'll enjoy talking to MIKE, or just learning more about him. Have a great night.***

[Undecided poll respondent answers are stored and sorted. Issue-specific persuasion messaging can be pushed at a later date.]

# Touchpoint #5

## TELE-TOWNHALL

### **TELE-TOWNHALL TEXT INVITATION**

Text invitations are sent to all “YES” and “UNDECIDED” Step-1 respondents. We also invite all Step-1 “NO REPLIES.” Step-1 respondents who replied “NO” are omitted.

Text Message Reads:

- ***The Tele-Townhall for FL Congressional District-4 Republican candidate Mike Smith is about to start. To join please call 800-555-1212 now, and follow the prompts. You can just listen, or you can talk to Mike and ask questions.***

### **TELE-TOWNHALL EVENT**

Callers join the event by dialing a toll-free 800#. All callers listen to Mike answer questions. Callers who wish to ask questions press-1 to speak to a moderator; and are placed in the queue. Callers may exit the event at any time.

## Touchpoint #6

— Day after Tele-Townhall

LIVE-AGENT  
VOTER ID

All voters who did not respond to prior touchpoint efforts and UNDECIDED respondents are called (“YES” supporters and “NO” opposers are omitted).

Live-Agent Telephone Script:

***Hello Mr./Mrs. \_\_\_\_\_, I’m calling with a brief message from FL congressional District-4 Republican candidate Mike Smith. Mike agrees with President Trump, ... It’s time to end Nancy Pelosi’s leadership and take back the House in November. Can Mike count on your vote?***

***Would that be a YES, NO or are you Undecided?***

**Touchpoint #7**  
**LIVE-AGENT**  
**GOTV**

All “YES” supporters from Touchpoints #1 and #6 receive a live-agent GOTV call. Calls are made on November 2nd and 3<sup>rd</sup>.

GOTV Telephone Script:

***Hello Mr./Mrs. \_\_\_\_\_, I’m calling on behalf of Republican Congressional candidate Mike Smith. As you know, Mike is counting on your support. This is just a reminder:***

***[If calling on November 2]. The polls open at 8:00AM tomorrow, we need your vote. Thank you.***

***[if calling on November 3]. The polls are open until 8:00PM tonight, we need your vote. Thank you.***



# **Initial Bundle Test:**

- **Testing the initial 25,000 voter block**  
Steps 1 – 7 will establish benchmark expectations. Use test results to project GOTV turnout on Election Day; each bundle will produce comparable results. Ideally you should target EVERY Republican and Independent voter w/ cell phone in your District; however, Bundle quantities may be scaled according to your budget.

## **EXPECTED RESULTS:**

- The objective of each Mobile Voter-Contact Bundle is to produce quantifiable “TURNOUT” projections for Election Day based on the number of GOTV calls scheduled for November 2<sup>nd</sup> and 3<sup>rd</sup>. Actual GOTV yield per 25,000 voter Bundle is impossible to predict; however, TCSG estimates GOTV-TURNOUT could range between 3,000 – 8,500 votes per Bundle.

## **DISCLAIMER:**

- TCSG offers no voter turnout guarantee; actual results are determined by a multitude of variables. While Mobile Voter-Contact is effective it's only one element of your campaign strategy, designed to augment and bolster your grassroots outreach.