

# Case Study

## Goal

How Targeted Data Can Turn Out The Vote

### Communications Strategy

Targeted grassroots efforts (membership lists, model-driven persuadable voters)

### Analysis

In a perfect world, your campaign would have enough time, money, and resources to target every available voter in the district.

Unfortunately, for 99.9% of campaigns that is not the case. That's why targeted data - whether it be based on demographic/consumer information, vote history, modeling, or even membership lists - is crucial to helping campaigns and interested groups find the voters needed to win 50% + 1.

In 2014, PRC founder Katie LaPotin managed the grassroots outreach program for one of the nation's largest second amendment advocacy groups. In this capacity, Katie was responsible for working with targeted data - in this case, membership lists and model-driven persuadable voters - to launch more than 1 million robocalls driving out the vote on Election Day.

### Conclusion

In the end, the group's efforts helped return a Republican majority to both chambers of Congress.