

# AJC





# SUCCESS STORY

## CASE STUDY

# Inside My Award-Winning Digital Strategy That Got Hundreds Registered to Vote

## Key highlights

-  The initiative was proceeding **at a snail's pace**, and simply wasn't making the intended impact. **Something just wasn't clicking.**
-  I pivoted to digital outreach and a text campaign to turn the laggard voter registration program into an award-winning one.

## The Campaign

For decades, West Virginia has had among the worst voter participation in the nation. It turns out, a big part of the problem is **many are not registered to vote**. Young people, particularly, were not registered, and ergo not being heard.

After the 2016 election, I set out to change the game. If I could inspire even a half-dozen people to work with me—for no pay, mind you—together, we could get some people onto the voter rolls.

# INSPIRE 2VOTE



# The Problem With How It Was Going

**Our efforts just weren't working.** Most refused our overtures. Frankly, **I should have seen this coming.**

People had no reason to care because we weren't meeting them where they are (increasingly, online), and we hadn't built trust.

**Just ask yourself how often you stop to talk with a stranger on the street waving a clipboard. *Right.***

# The Maneuver *That Changed Everything*

**We tried a new tactic:** once someone registered to vote, we asked them who else they knew who needed to get registered.

Then *they* would reach out to their friend (**social proof**) using our resources.

We built upon the peer-to-peer texting momentum with a social media campaign that brought in the whole community in relentlessly pursuing our goal.

# A Word on Why It Worked So Well

To this day, I think the secret sauce wasn't the digital medium itself - it was my obsessive focus on 10x-ing my understanding of my target demo and then **persistently meeting them where they are.**

# The Results of My Work

## Recognition

After the campaign, I received the **Mary Everheart Koonce Catalyst Award** from the Jefferson County Democratic Association for my innovative strategy in catalyzing young people to civic engagement.

## Ongoing consulting

I've been called back to consult with voter registration initiatives across the DC region since my campaign focused on young people in West Virginia.

## By the numbers

Over the course of my involvement with the initiative, **we got over 1,200 people registered to vote.**

1200+

## Recognition

Our digital campaign was presented with the **Senator Jennings Randolph Award** by the West Virginia Secretary of State, in recognition of the civic impact of our initiative.

## If You Liked This Project...

Then you're really going to like my new venture: my **Website Launch Program** fuses together the lessons I've learned over 7 years of working with doers in national politics and across the DC region.

**I can only take 3 customers per month, and on January 1, my prices increase permanently.** If you're serious and ready to invest in your digital debut or retool, take advantage of my early adopter rates and book a call now to see if my program is a fit. **If you are not serious, please do not book a call.**

Book a free, 30-minute discovery call:

**BOOK A CALL**