

Case Study: Effective Persuasion

KEY STATS

15-25 point increase
in support levels

10-20% survey
response rates

20-40% higher
turnout for survey
respondents

CAMPAIGN BENEFITS

Effective

Efficient

Personal

SUPPORTER BENEFITS

Informed

Engaged

Involved

Getting voters to notice down ballot races is a challenge. Voters often only focus on presidential races and tend to ignore everything else.

Differentiating your campaign is often difficult. When voters are inundated with advertising from numerous campaigns it is hard to stand out from the pack.

Talking to voters 1-on-1 is effective, but takes an immense amount of time.

While in-person contact can be the most effective form of outreach, the time required to knock every door can be prohibitive for most campaigns.

OutreachCircle's friend-to-friend canvassing platform leverages personal relationships to make sure your campaign gets noticed.

Allow volunteers to leverage their unique relationships to contribute to the campaign in a way that only they can.

Benefits include:

- Improved persuasion: 15-25% increase in supporter
- Effective outreach: 40-60% email open rates
- Efficient surveying: 10-20% survey response rates
- Improved turnout: 20-40% higher turnout for survey respondents

OutreachCircle enables effective persuasion campaigns.

As OutreachCircle relies on warm friend-to-friend outreach, recipients are more willing to open messages, complete surveys and recruit new volunteers. Effectively run OutreachCircle campaigns have successfully improved persuasion by 15-25 points.

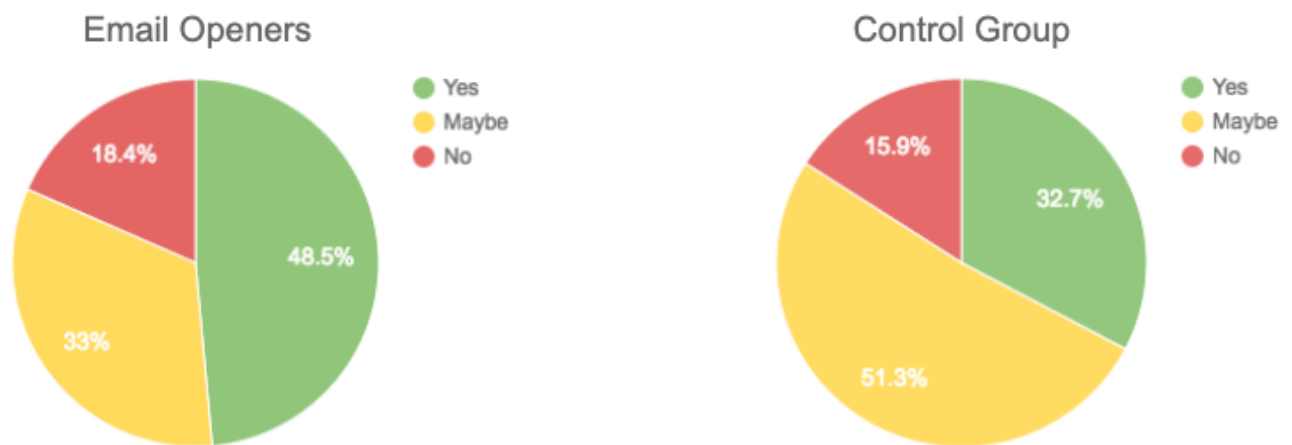
Friends listen to their friends.

In general elections, you are potentially competing with the big budgets of larger campaigns. In primary and off-cycle races, it's hard to get voters to pay attention. OutreachCircle's friend-to-friend canvassing platform will get your election noticed.

US Congressional Race

The graphs below compare two populations of voters: email openers vs. control group

- E-mail openers were voters who were mapped as having a relationship with a supporter and opened at least one e-mail from a friend.
- Control group was a group of voters who looked demographically as similar as possible to e-mail openers, with the only difference being they neither received an email nor were mapped as having a relationship with a supporter.



Conclusion: Voters mapped as having a relationship with a supporter and receiving an email makes them 15-25 points more likely to support the campaign.

"We were an underdog candidate running against heavily financed opponents. To make the most of our limited resources, we knew we had to leverage our supporters better than other campaigns. We integrated OutreachCircle into our field program and had over 700 supporters send out personal messages to over 20,000 voters. We significantly closed the gap between us and our opponent between the primary and general elections, and OutreachCircle played a big role in that."

Dylan Cate, Deputy Campaign Manager, Brady Walkinshaw for U.S. Congress (WA)