The **BlueStateRed** *Voter Turnout System:*

Closing the GOP Gap on Vote-by-Mail, turning out non-guaranteed Republicans

BlueStateRed*: a political messaging agency that captures the attention and moves "Beyond the Base."*

The *BlueStateRed* Voter Turnout System
Turning out Non-Guaranteed Republicans, Boosting GOP Vote Totals

Step 1: Define Voter Universe
Setting up the Turnout System

Don't waste time and money converting 4/4 Republican voters.
We establish the Universe first, and measure our success based off of those voters only.

Step 2: Increase Vote-By-Mail / AB Applications |
Through October 2024

Define universe of non-guaranteed Republican voters;
Integrate vote-by-mail into **all aspects of campaign outreach**, increasing VBM applications by double-digits.

Step 3: Increase Ballot Returns |
4-6 weeks to election

Cross-channel outreach maximizes **early and correct** vote-by-mail returns;
assist individual voters who encounter issues.

Step 4: In-Person Turnout Boost |
3-4 weeks to election

Deploy proven outreach to remainder of voter universe, **improve in-person Election Day turnout by 8-12%**.

BlueStateRed Voter Turnout System
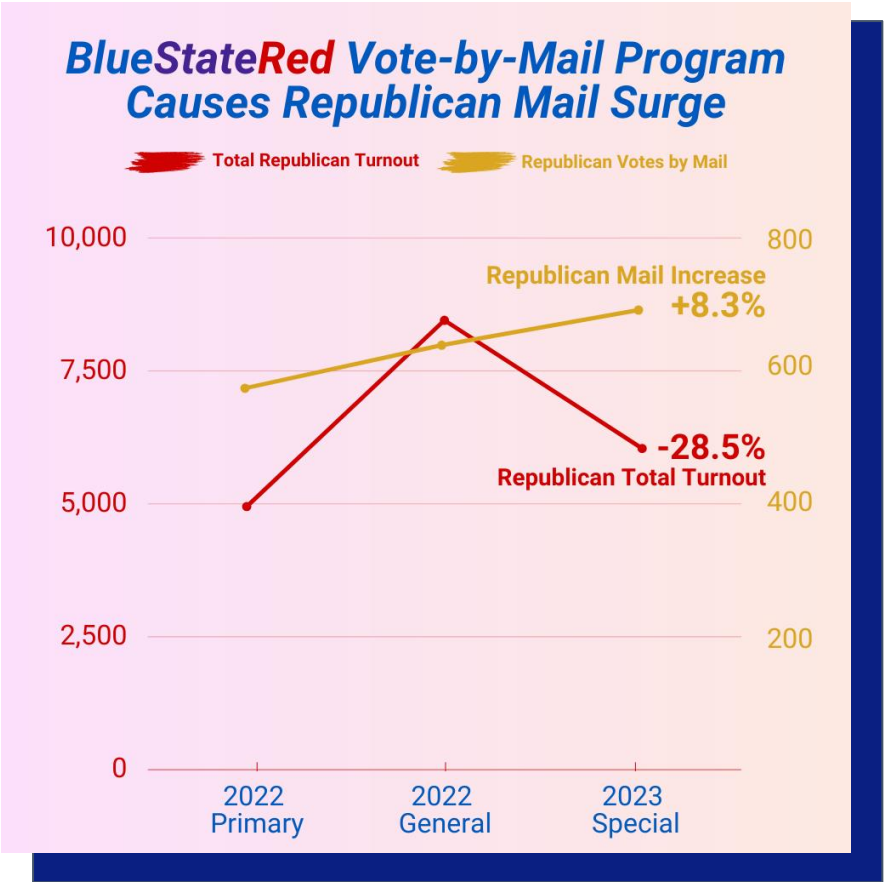## *Lifting GOP Turnout by Mail and In-Person*

Results:

+8.3% increase in Republican mail-in turnout between 2022 General Election and 2023 Special Election.

+36.8% relative turnout improvement between Republican vote-share by mail versus in-person.

+2,500 voter engagements with Voter Resources Micro-Site containing links to sign up for vote-by-mail, information on returning ballots, and in-person polling locator.

+3.3%
Republican Vote Shift

EL EQUIPO TESTA: **LÍDERES DE SENTIDO COMÚN PARA LA GENTE TRABAJADORA DE NUEVA JERSEY.**

EL 7 DE NOVIEMBRE ES EL DÍA DE LAS ELECCIONES!

TESTA
FOR STATE SENATE

SIMONSEN AND **McCLELLAN**
FOR ASSEMBLY

BlueStateRed Voter Turnout System
An Integrated System to Solve Your Biggest Campaign Problems

1. Significant Results — At a Fraction of the Cost
BlueStateRed provides an effective voter turnout system for 1/5th the cost of other organizations that don't have the same track record of results.

2. Systems that Plug into Your Campaign
BlueStateRed will work with your campaign to ensure our system fits into your existing strategy so you can rest easy, because it's all included.

3. Addresses Your Biggest Problem Effectively —
BlueStateRed offers the most effective and refined voter turnout system over mail or in-person.
Level your campaign up today.

> Albert and his team at *BlueStateRed* are a force multiplier that enhance our ability to reach more voters at scale. They have been instrumental in helping us contact hard-to-reach voters, expand our target universes, and turn out voters who *would have stayed home otherwise*.

Dave Galluch
Executive Director, Delaware County GOP & Congressional Candidate

Don't be outflanked by the Democrats' Vote-by-Mail Game.

Get in touch with *BlueStateRed* to set up your comprehensive Vote-by-Mail + GOTV System. Plans starting at $2 per voter.