

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."*



## Identify Voter Universe

### Step 1

We establish a **Universe** of contacts that need an extra push to vote first, and measure our success based off of those voters only.



## Increase Ballot Returns

### Step 3

Maximize **early and correct** vote-by-mail returns; assist individual voters who encounter issues.



## Increase Ballot Applications

### Step 2

Integrate vote-by-mail into **all aspects of campaign outreach**, increasing VBM applications by double-digits.



## In-Person Turnout Boost

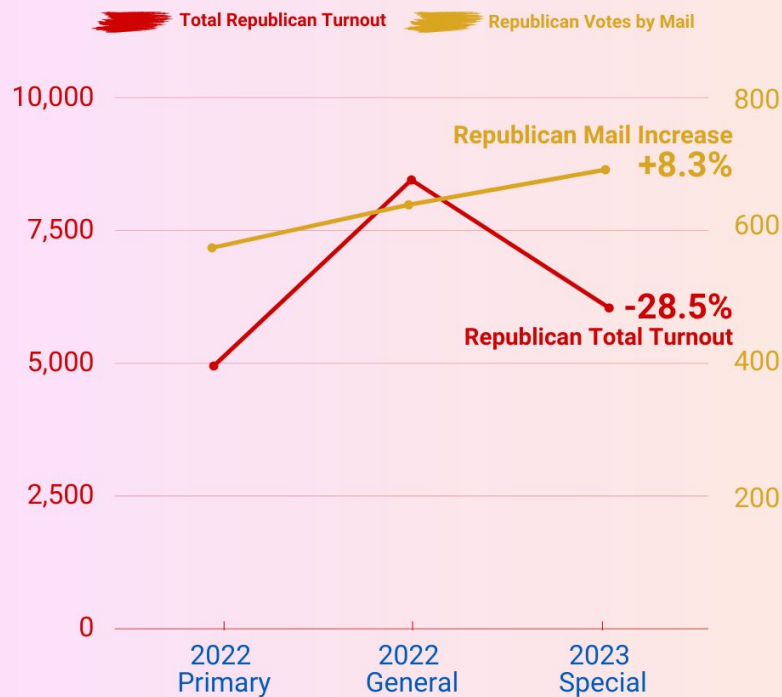
### Step 4

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

# BlueStateRed Voter Turnout System

## Lifting GOP Turnout by Mail and In-Person

### BlueStateRed Vote-by-Mail Program Causes Republican Mail Surge



## 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.

**+4%**  
**Republican Vote Shift**

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



# **BlueStateRed Voter Turnout System**

## **An Integrated System to Solve Your Biggest Campaign Problems**

- 1. Significant Results – At a Fraction of the Cost**  
*BlueStateRed* has built an effective Voter Turnout System at 1/5th the cost of other agencies 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. Address 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.