CAMPAIGN STRATEGY + MEDIA

CN4 PARTNERS

Case Study: Direct Mail Persuades Voters

Studies in Washington and Colorado prove Direct Mail is an effective method of communicating to voters and influencing their decisions. CN4 Partners produced the Direct Mail in these programs.

To learn more about effective Direct Mail contact CN4 Partners.

Washington Accountability Project

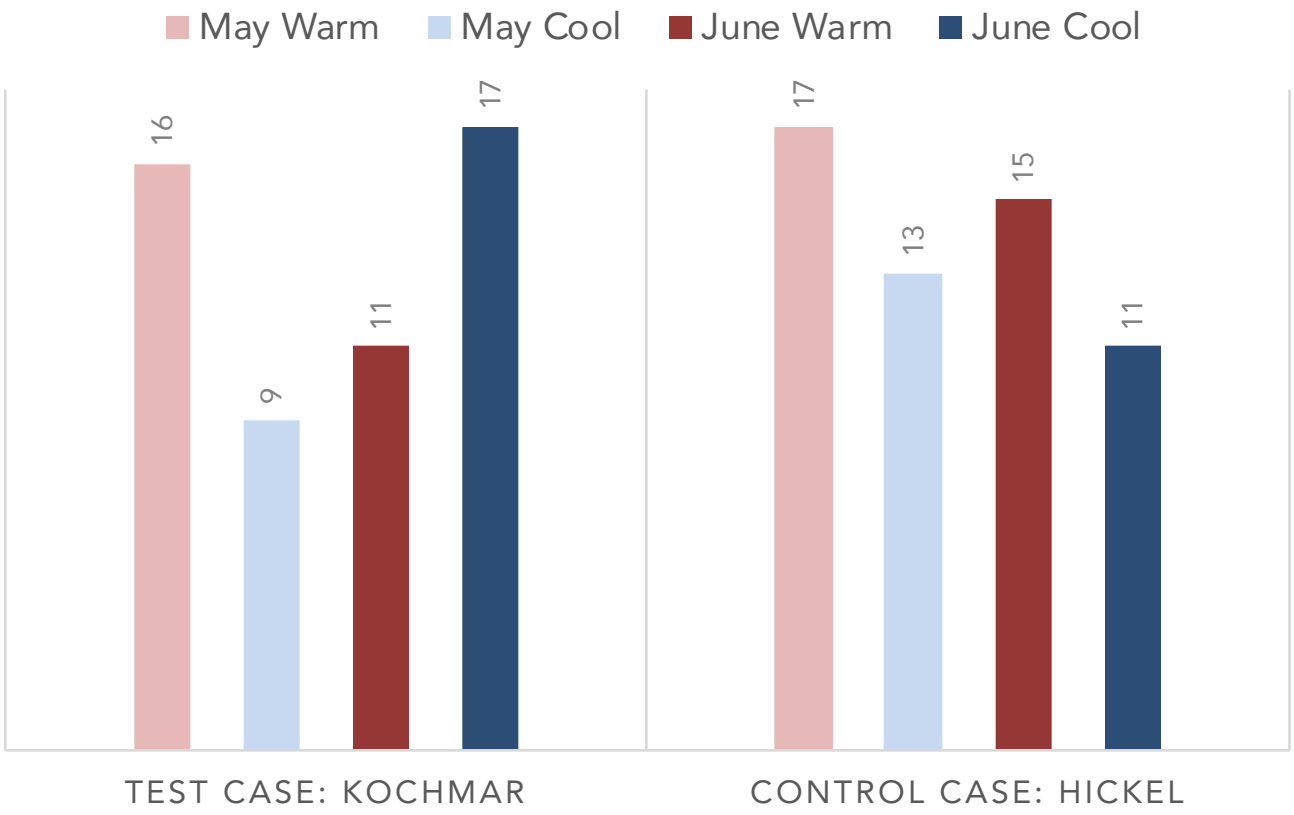
In 2016, we led the Independent Expenditure campaign in WA LD30 targeting incumbent State Rep. Linda Kochmar (R).

As part of the effort, we engaged in a number of tests designed to measure the effects of the Direct Mail communication.

Washington state is one of 8 states with contiguous state house and senate districts, meaning that each voter can vote for the same one Senator and two members of the House of Representatives. This makes testing very interesting and measurable.

Washington Accountability Project

Our in-cycle polling, conducted by Myers Research before and after mail was sent showed that our Direct Mail program had a net -12 negative effect on Kochmar. GOP Rep. Hickel, who had the exact same voting record in the same district, did not see any measurable effect in the same period, including no increase in negative feelings. This mail was done at at time when none of the four campaigns were spending any media money and there was no Independent Expenditure campaign against Rep. Hickel; therefore proving our mail was solely responsible for Kochmar's rating decline.



Kochmar was defeated both in 2016 and for her comeback bid in 2018.

Myers Research,
5/28/16 & 6/8/16, N=200

Colorado Accountability Project

In 2016, we ran a similar program in Colorado with two rounds of testing. After our first round of Direct Mail, our first round of polling moved our targets an average of 8% across three districts; after our a second round of direct mail, we moved our targets an average of 9%.

Democratic candidates won all three districts.

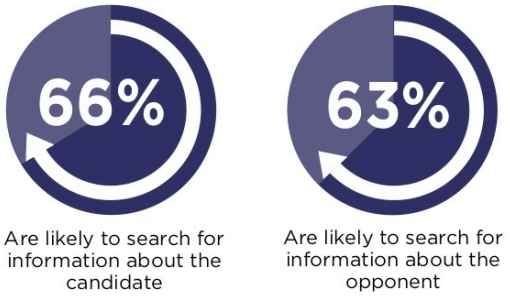
Keating Research, 1,350 Total Respondents including 667 from Control and 683 Treatment- January 18-28; June 2-16, 2016

CN4 worked closely with the other project members to deliver compelling Direct Mail, on-time and on-budget.

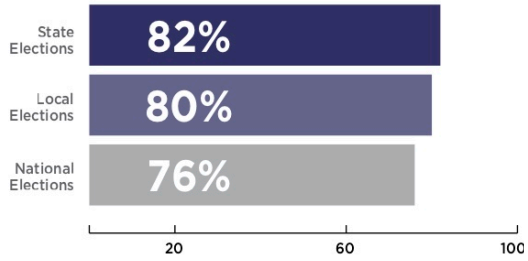
Direct Mail & Millennials

Does Direct Mail work for Millennial voters? Studies show: YES.

Political mail prompts Millennials to learn more about the candidates online. Because of political mail, about two-in-three Millennials are likely to search for information about the candidate (66 percent), as well as the opponent (63 percent). A majority will take this search directly to the candidate's website (54 percent).



Political mail has importance for down-ballot races. Four-in-five Millennials find political mail important for state and local elections (82 percent and 80 percent respectively), just above national elections (76 percent). For all three of these elections, they find political mail more important than non-Millennials do.



Millennials are paying very close attention to political direct mail—it is a must-have component of a multichannel communications strategy and important launching point to digital channels.

USPS and Summit Research conducted a national online survey among 1,156 U.S. adults from March 18-23, 2016. Millennials Sample Size = 671.

Direct Mail has proven itself to be a effective use of political resources and is scalable for both small projects and large campaigns, making it a uniquely successful communication strategy. CN4 Partners specializes in compelling, data-driven direct mail that delivers.

For a free and confidential strategy overview of your political projects, contact Dean Nielsen at Dnielsen@CN4Partners.com or (206) 423 – 0120.

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