

COS ACTION

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How To STOP The SOCIALISTS From STEALING LIBERTY



COS ★ COS ★ CO

GEORGIA CROSSROADS



Perfectly Positioned to Impact Georgia's Runoff Election

On January 5th, Georgia voters will head to the polls to determine who will fill their seats in the U.S. Senate. The results of this election could pave the way for a tidal wave of progressive policies and agendas, like packing the Supreme Court, stripping Americans of their Second Amendment rights and reversing tax cuts.

We must act swiftly to slow what could become a rapid erosion of our constitutional freedoms over the next four years.

That's why we're unleashing our 4.7 million-patriot citizen activist army for a groundbreaking get out the vote mission to target the 521,592 low propensity like-minded voters in Georgia. These are registered voters who vote in the presidential

election cycles but rarely vote in midterms or special elections unless they are specifically turned out. To give you an idea of the impact these voters can make, you should know that they make up 13% of the total voters who came out in Georgia in the 2018 election. This is more than enough to tip the scales of this runoff.

We've partnered with legendary pollster and Georgia native Robert Cahaly of the Trafalgar Group (the most accurate pollster in 2016, 2018, and 2020) once again to model a groundbreaking peer-to-peer get out the vote strategy to reach these 520,000+ like-minded low-propensity voters. These voters cannot be reached through traditional political ads, especially during the holiday season. Our

"adopt-a-voter" program includes one to one messaging, phone calls, and texted videos tailored to reach each subset of these voters about the issues that will motivate them to turnout.

COS Action is the only organization large enough to pull off this kind of mission, and we like our odds: using the exact same strategy, we were able to effectively impact the voter turnout in more than 250 races this election cycle in 16 target states. See the next page for details about our General Election GOTV success.

We can't take this election for granted. The stakes are too high. The Atlanta Journal (AJC) reports that Stacy Abrams alone has already raised \$34.5 million and is "funneling a large chunk of the money into helping the Democratic candidates".

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COSA GOT OUT THE VOTE

COS Action partnered with the Most Trusted and Accurate Pollster in America

Most get-out-the-vote (GOTV) efforts preach to the choir. They spend millions of dollars purchasing advertisements on news shows, talk radio, and podcasts to reach people who already plan to vote. These Americans are politically engaged, and the GOTV campaigns do little (if anything) to impact the elections.

We improved on the strategy of traditional GOTV efforts. In partnership with the most accurate pollster for the 2016 and 2018 elections, Robert Cahaly of the Trafalgar Group, we focused our GOTV efforts on like minded low-propensity voters. This key demographic was registered to vote but hadn't voted in more than one general election since 1992. They don't watch the news, so they wouldn't be influenced by traditional GOTV efforts, but they comprised an astounding 12 percent of total voters.

So, we reached out to our friend Robert Cahaly to equip our 4.7 million citizen-activist army with the right tools to create a powerful peer-to-peer GOTV strategy. This is the most effective way to reach like-minded, low-propensity voters, and we launched a four-part effort to do just that:

1. We purchased voter record data, identified which voters were like minded to us, and then obtained their contact information while confirming that they were still residents of the state.
2. We polled them with Cahaly's methodologies, allowing us to customize messaging that would motivate them to get out and vote.
3. We recruited volunteers from our base of COS Action activists to call and text the like-minded voters.
4. We designed powerful videos and phone scripts for our volunteers to utilize in their outreach to voters.
5. Each targeted voter was tracked and contacted multiple times to encourage them to get out to the polls by Election Day.

In total, an astounding 2.9 million contacts were made in the days leading up to the election.

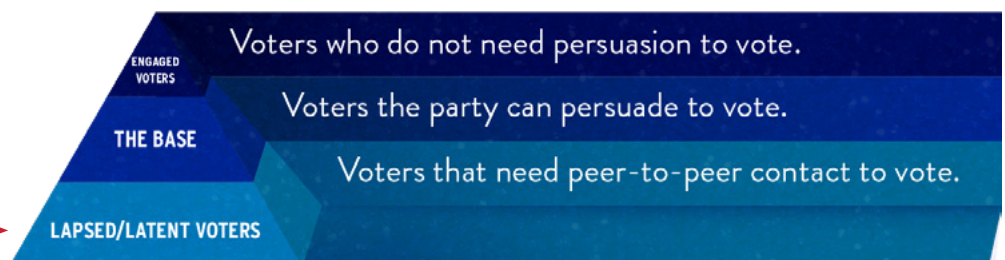
In our post-election analysis, we determined that this groundbreaking strategy, paired with the massive force of the grassroots army of COS Action, played an effective role in over 250 elections across the country at the state and national level.

After pulling voter records, we created a file of registered voters who had not voted in more than one general election since 1992. The numbers were astounding! We quickly realized that these voters accounted for 5%-16% of the total voter population in the previous general election. Getting them out to vote could easily make the difference in this election, as you can see from this chart below.

STATES	LAPSED VOTERS IN STATE	VOTERS IN 2016	RATIO
NC	416,487	4,741,564	9%
PA	613,977	6,166,708	10%
AZ	317,167	2,604,657	12%
MI	511,453	4,822,271	11%
WI	152,581	2,976,150	5%
MT	39,178	501,822	8%
FL	1,446,586	9,501,617	15%
US	16,081,748	128,838,731	12%

This is proof positive that COS Action is a force to be reckoned with. Our efforts had a significant impact in races around the country up and down the ballot.

COSA FOCUSED EFFORTS

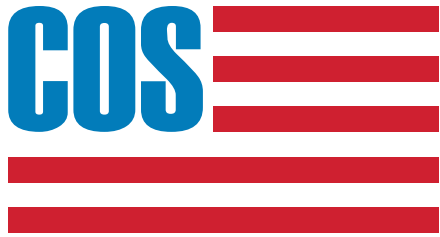


WE VOTED

HOW THE PREDICTED “BLUE WAVE” WAS MORE LIKE A “BLUE FLUSH”.

The Democrats incorrectly predicted a “Blue Wave” in the 2020 general election. After investing hundreds of millions of dollars in this election, and contrary to most polls, they were not able to flip any state legislative chambers. They actually lost ground in both state legislatures and the U.S. House, and they haven’t yet been able to take the Senate. This puts the GOP in a very strong position for the next decade as they control much of the redistricting in 2021. Here are some notable outcomes:

STATES	STATE LEGISLATIVE GOP VICTORIES	US HOUSE GOP VICTORIES	US SENATE GOP VICTORIES	GOVERNORS GOP VICTORIES
AL	N/A	6	1	N/A
FL	-	16	-	N/A
IA	2	2	1	N/A
KS	4	3	-	N/A
KY	8	5	1	N/A
ME	10	-	1	N/A
MN	4	1	-	N/A
MT	11	1	1	1
NC	4	8	1	-
NH	50	-	-	1
OH	2	-	-	N/A
PA	3	9	-	N/A
SC	17	4	1	N/A
TX	17	23	-	N/A
WI	13	5	-	N/A
WV	19	3	3	1
TOTAL	164	86	8	3



COS ACTION

Our work in Georgia has already begun, **but we need your support to be able to reach all the voters necessary to truly make a difference in this election.** A generous supporter of our Get Out the Vote work has put forth a matching challenge for any donation made to COS Action right now, up to \$100,000. The impact of your gift will be doubled, matched dollar for dollar.



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