



GA GOTV STRATEGY

I. Introduction/Summary: The upcoming Georgia Senate runoffs are the most important Senate elections in American history. Robert Cahaly of the Trafalgar Group and Mark Meckler of COSA (Convention of States Action) have teamed up to create a totally unique Get Out the Vote Program, combining highly accurate polling and data modeling with grassroots peer-to-peer activism.

Robert Cahaly, of the Trafalgar Group. Cahaly is the Most Accurate and Trusted Pollster in the 2016, 2018, and 2020 elections.

Mark Meckler, President of COS Action. COS Action is the largest conservative grassroots organization with 4.7M supporters and activists located across every Congressional and State Legislative District in America.

II. A Proven Approach to Get Out the Vote. Meckler and Cahaly were highly effective at turning out like-minded voters in the 2020 primaries and general election with an extensive peer-to-peer Get Out the Vote (GOTV) operation (stats in chart below). Now they are turning their Get Out the Vote initiative on the Georgia runoff.

III. Georgia Plan - Cahaly, a Georgia native with his main office in downtown Atlanta, after almost 30 years of political work and polling there, personally knows and understands the voters in Georgia better than anyone in the country. Working with Cahaly, the nationwide grassroots network of COSA will be focused entirely on getting out the vote in GA for the January 5th Senate runoff elections. The targeted strategy has been designed by Cahaly and Meckler based on efforts refined over the past several years all over the country.

A. Low Propensity Voters. The primary focus is on the voters who are the least likely to vote in the runoff. These are “low propensity voters” who vote:

1. Only in Presidential Elections (even some who didn't vote in 2020).
2. Not in Primary Elections
3. Not in Midterm Elections

B. Data. Data acquisition, verification and appropriate consumer data and other appending will be conducted by Cahaly staff. This will result in a database of voters who fit a proprietary profile of low-propensity, like-minded voters across several categories:

1. Suburban Moms
2. African Americans
3. Rural Georgians
4. Affluent Georgians

C. Preliminary data indicates that there are 521,592 of these like-minded, low propensity voters in GA. That's enough to tip the scales of this election, *if* we get them out to vote. That takes the right messaging.

D. Narrative Messaging. Each subgroup of low-propensity voters will be moved by a different tailored narrative. Several video, text, and script narratives will be built and tested to appeal to each group.

E. Peer to Peer contact. The most effective form of GOTV is peer-to-peer, individual contact. The COSA grassroots are well-trained and highly effective in this type of advocacy from their daily work affecting the course of resolutions and legislation in state legislatures across the country over the last seven years.

1. During the 2020 General Election, Cahaly and COSA were responsible for over 2.9 Million contacts via peer to peer methodologies in the days leading up to the election.
2. Multiple Contacts - In order to motivate low propensity voters, it takes multiple contacts. Contacts include texts and calls. On average, the plan is to touch each potential voter at least five times.

IV. Expensive Ad Buys Won't Work for These Voters. These 500K+ low propensity voters won't be reached by expensive ad buys. They don't generally pay attention to politics or get their news from talk radio. Additionally, advertising is competing for space and attention during the holidays, making them even more expensive and also much less effective due to the inability to cut through the "noise" of the holiday ads and massive political advertising.

V. Track Record. Meckler's grassroots army of activists feel empowered after engaging successfully in more than 250+ races with the peer-to-peer methodologies and a powerful strategy that led to significant turnout of like-minded voters in state after state (specifically, 164 state legislative districts in their 16 target states). The threat predicted by many in the media invigorated them for the fight. Now, with the opportunity to turn the whole nationwide army on one state, where liberty hangs in the balance, the activists are more geared up than ever. We are ready to unleash them on Georgia.

VI. Proven and Effective Partnership for Superior GOTV Efforts. In addition to working together for the last several years on a variety of successful grassroots strategies, Cahaly and Meckler were highly successful in the 2020 General election.

VII. Budget. Including all data acquisition, list appending, creation of messaging and content, technology and management costs, we estimate a cost of approximately \$1/contact.

VIII. 528,000 Contacts x \$1.00 x 5 touches = \$2,635,000 total budget. Approximately \$500K of the total budget has already been raised and committed. The budget is incremental, and we will execute on the number of touches and voters as funds are committed.

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