

THE STRATEGY BEHIND BALLOT MEASURES

BALLOT MEASURES REQUIRE SPECIAL SKILLS





Overview

- I. Overview of Ballot Measures
- II. Assessing campaign from an Organizations perspective
- III. Strategy and items to be tactically aware
- IV. Items to be aware of from an association/corporate perspective
- V. Using digital in a tactical manner



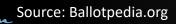


A HISTORY IN REVIEW

OVER \$3.670 BILLION SPENT ON BALLOT MEASURES IN THE PAST 10 YEARS

Year	\$ Spent on Ballot Initiatives	Observations
2018	\$459.8M (as of 9/17/18)	165 ballot measures have been approved in 38 states; 63 placed via 'citizen' signatures and 67 legislatively referred
2016	\$1B	163 ballot measures in 35 states; 74 placed via 'citizen' signatures and 86 state legislatures
2014	\$467M	158 ballot questions were certified in 42 states; only 75 had campaign finance activity
2012	\$491M	185 ballot questions were certified in 39 states; only 83 had campaign finance activity
2010	\$433M	184 ballot questions were certified in 38 states; only 80 had campaign finance activity
2008	\$820M	104 propositions were approved and 70 defeated for a win/loss ratio of about 60%

The average number of statewide measures on the ballot in even numbered years since 2010 is 173.







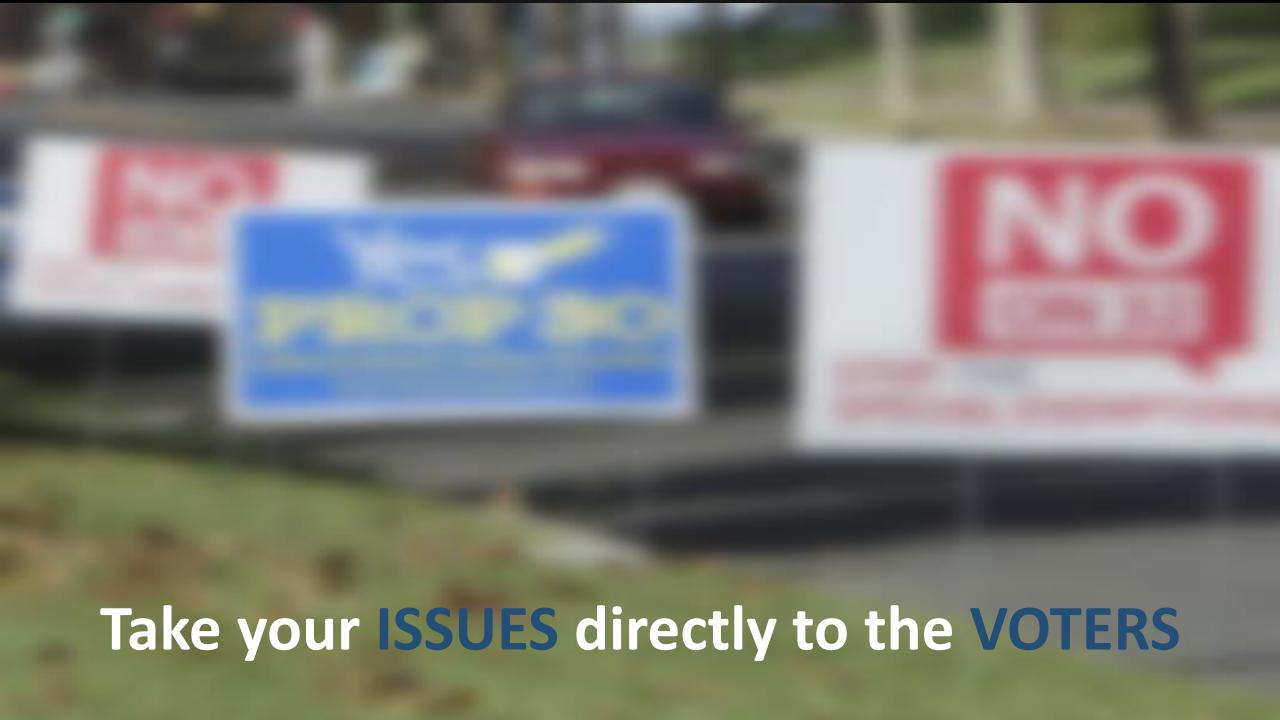
WHAT ELSE COSTS JUST A MERE \$1 BILLION?

Los Angeles Lakers' Franchise









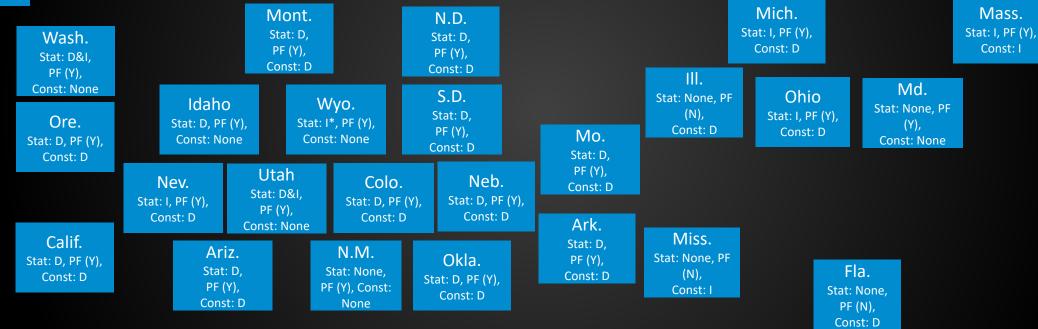
INITIATIVE AND REFERENDUM STATES



Initiative: a law or constitutional amendment introduced by citizens through a petition process either to the legislature or directly to the voters.

Alaska Stat: I*, PF (Y) Const: None **Popular Referendum:** a process by which voters may petition to demand a popular vote on a new law passed by the legislature.

Maine Stat: I, PF (Y), Const: None



Statutes (Stat)

- Initiative: I, I*, D, None
- Popular Referendum (PF): Y or N

Constitution (Const)

Initiative: I, D, None

U.S. Virg. Islands Stat: I, PF (Y), Const: I



NATIONAL ASSOCIATION of REALTORS*

the BALLOT MEASURES that impact YOU



STATES WITH MEASURES ON THE NOVEMBER



BALLOT

Maine

Alaska										Vt.	N.H.
	Wash.	Idaho	Mont.	N.D.	Minn.	III.	Wisc.	Mich.	N.Y.	R.I.	Mass.
	Ore.	Nev.	Wyo.	S.D.	lowa	Ind.	Ohio	Pa.	N.J.	Conn.	
	Calif.	Utah	Colo.	Neb.	Mo.	Ку.	W.Va.	Va.	Md.	Del.	
		Ariz.	N.M.	Kan.	Ark.	Tenn.	N.C	S.C.	D.C		
Hawai	ii			Okla.	La.	Miss.	Ala.	Ga.			5 or more 1 to 4
l'ac	alu			Texas					Fla.		R NATIONAL ASSOCIATION of REAL REAL TORS*

Source: Ballotpedia.org

9

TYPES OF MEASURES

Type of ballot measure	2018	2016	2014	2012	2010
Legislatively referred amendments	67	69	91	99	106
<u>Initiatives</u>	63	71	35	50	46
<u>Veto referendums</u>	5	5	5	13	4
Legislatively referred state statutes	9	2	20	20	23
Automatic ballot referrals	1	1	1	3	4
Commission-referred ballot measures	4	0	1	0	0
Advisory questions	2	3	5	3	1
Bond issues	14	11	0	0	0
Total	165	162	158	188	184





165 BALLOT MEASURES ACROSS 38 STATES FOR 2018 ELECTIONS

2018 HOT BALLOT MEASURES

- Election policy: 19 measures in 15 states
- Marijuana: 7 measures in 5 states
- Restrictions on Taxes: 8 measures in 6 states
- Medicaid Expansion: 5 measures in 5 states
- Energy: 4 measures in 3 states
- Abortion: 3 measures in 3 states
- Minimum Wage: 2 measures in 2 states

WHAT'S THE **DOWN SIDE** FOR YOUR ORGANIZATION?

1 Damage brand?

2 Members on both sides

Risk of alienating elected officials





WHAT'S THE UP SIDE FOR YOUR ORGANIZATION?

1 Engages members

Membership sees value in political giving

2 Flexes political strength

5 Defeat bad public policy

3 Enhances file or data

6 Pass good public policy







OFFENSIVELY:

STEP 1: HIRE A CAMPAIGN STRATEGIST AND A CAMPAIGN ATTORNEY

STEP 2: DRAFT LANGUAGE

STEP 3: POLL

STEP 4: MAKE A DECISION





DEFENSIVELY:

USING MEASURES



STEP 1: POLL

STEP 2: CONSIDER ANY AND ALL LEGAL OPTIONS

STEP 3: CONSIDER ANY AND ALL POLITICAL OPTIONS





DEFENSE: PREEMPTIVE STRATEGIES

1 Legal Challenges

2 Opposition Campaigns

3 Plebiscite Petitions

4 Coalition Engagement

5 City / County Measures





PREEMPTIVE CONFLICTS BETWEEN STATE AND LOCAL GOVERNMENTS

- Federal Law can be used to preempt (over rule) state law
- State Law at a higher level can be used to preempt local ordinances

Why does this occur?

- Split between 'red states' and 'blue cities'
- Mayors of 64 of the top 100 cities (population) are affiliated as Democrats at end of 2017; while Republicans held 34 of those governorships and 26 held Governor AND majority in both the state House and Senate



NATIONAL ASSOCIATION of REALTORS*



QUALIFYING FOR A BALLOT MEASURE

1 Get signatures

-- OR --

2 Get referred by the legislature









 \bigcirc

The decision process for engagement



Expectations



Updates



Is it worth the fight?





How are decisions made – what is the management structure?





What is the strength of each organization?



Who is paying for what?



What is the plan?



MANAGING THE CONSULTING TEAM

1 Define expectations

2 Regular updates

3 Process for approval and payment





EMAIL ACQUISITION

ADVERTISING

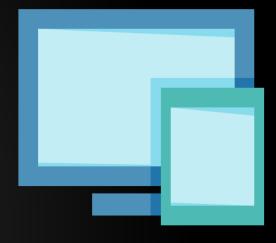
A variety of Facebook ads will be targeted to users based on interests and designed to get them to click "Sign Up"



CONVERSION

After clicking, users will be directed to one of several custom landing pages designed to capture their email address and other important information

SAVE OUR TIPS Support Tipped Employees - Sign the Petition Ballot Initiative #77 threatens to change and hurt the restaurant industry.	
The proponents of this measure want to replace the tip system with a flat wage. This will cut the take-home pay of workers to the point that many won't be able to afford to live and work in DC. In addition, raising the base wage to \$15/hour would be a death sentence for many independently-owned restaurants, as 96 percent of DC restaurants are. It will lead to restaurant owners cutting shifts, hours and even closing their doors. Support us by voting "No" on Initiative Measure 77 this June 19th.	
First Name Last Name Email ZIP JOIN US	









EMAIL CULTIVATION











INITIAL EMAIL

To begin, a poll should be sent out to the existing list asking them to prioritize issues that the party is currently advocating for

SEGMENTATION

Results will be recorded by email address and users will be segmented into groups based on the issues they identified as their top priorities

FOLLOW UP

Additional emails will be customized to match the needs of those segments before they are sent

Users with the highest open and click-through rates will be filtered out into a Core Supporter segment



DIGITAL ADVERTISING







VISIBILITY

Who needs to see the ads and what voters are we targeting?

What voters do we want to talk to and with what message?



ACQUISITION

What data is required? Name, zip, email. Use advertising to increase campaign assets:

- Social media followers
- Emails
- Donations
- Event registrations



PERSUASION

High frequency across many platforms to reach high impact voters:

- Video
- Search
- Banner ads
- Social media

25

AUDIENCE TARGETING

REGISTERED VOTERS

Voters who exhibit browsing behavior showing they are in favor of key issues that your campaign stands for

LIKELY VOTERS

Voters identified as likely to vote in the upcoming election



WEBSITE VISITORS

Anyone who organically visits the website will be tagged to see the digital ads



KEYWORD SEARCH WEBSITES

Voters who type in specific key words on search websites (i.e. Google), and will see ads pertaining to their search



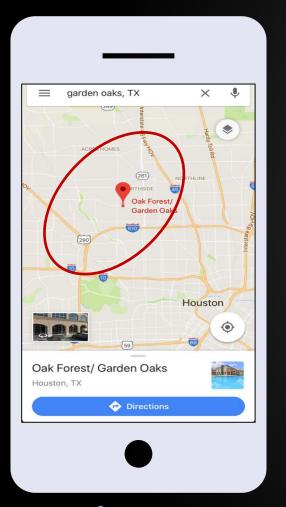


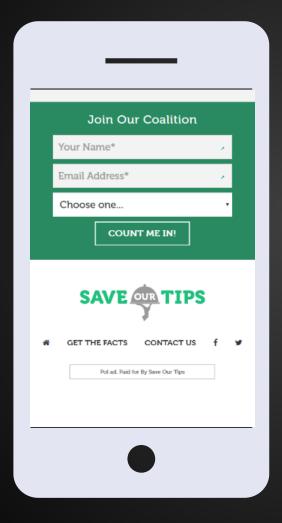




GEOFENCING TECHNOLOGY

TARGET USERS IN A SPECIFIC GEOGRAPHICAL LOCATION





HOW GEOFENCING WORKS

When users enter a pre-defined geography, your digital ad will be visible when they open their internet browsers or social media accounts

This technology works on both mobile and desktop devices

People who "like" the party on social media will continue to get updates organically







OFFENSIVELY: CRAFTING A BALLOT MEASURE THAT IS DESIGNED TO HELP A COMMUNITY INTEREST OR YOUR BUSINESS.

DEFENSIVELY: MITIGATING THE RISK OF A BALLOT MEASURE THAT MAY BE HARMFUL TO THE COMMUNITY OR YOUR BUSINESS.







CONTACT US

jwinston@realtors.org

mcox@lincoln-strategy.com







www.lincoln-strategy.com

LINCOLN AT A GLANCE

WE ARE AN AWARD-WINNING CONSULTING FIRM WITH A REPUTATION OF STRATEGIC THINKING IN POLICY, REGULATORY MATTERS, CAMPAIGNS AND GOVERNMENT AFFAIRS. OUR POLITICAL & PUBLIC AFFAIRS EXPERIENCE SPANS EVERY LEVEL OF GOVERNMENT, FORTUNE 500 COMPANIES AND THREE CONTINENTS.

36,471 Field Operatives Hired & Trained

10,002,722 Homes Visited 253
Candidates &
Issues Qualified on
the Ballot

599,864
Absentee
Ballots
Delivered







BARCELONA • LONDON • PHOENIX • WASHINGTON, D.C.

EXPERIENCE

COMPANY FOUNDED

EMPLOYEES TRAINED

CONTINENTS

COUNTRIES

U.S. STATES

NATIONALITIES EMPLOYED

LANGUAGES SPOKEN

2003

36,773

4

13

50

18

21

WE HAVE WORKED GLOBALLY WITH CLIENTS RANGING FROM NON-PROFIT ORGANIZATIONS TO FORTUNE 500 COMPANIES



COMMUNITAS AWARDS 2018



STEVIE AWARDS 2017,2018



POLLIE AWARDS
2005 THROUGH 2018



DIGITAL PR NEWS AWARD 2017



HSMAI AWARD 2008, 2017



HERMES CREATIVE AWARDS 2017,2018



GOLDIE AWARDS 2016



MARCOM AWARDS 2006, 2016



AVA DIGITAL AWARDS 2017,2018



REED AWARDS 2011,2017



AMERICAN GAMING AWARDS 2008



US EPA AWARD 2008



GAMING VOICE AWARD 2006



PUBLIC AFFAIRS COUNCIL 2004











THANK YOU