



Blue State & Public Affairs Council

Grassroots Advocacy Inside the Beltway

October 3, 2019

The Blue State Team



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Development



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Director, Advocacy
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Senior Account
Director



Agenda

1. About Blue State
2. Strategy & organization building
3. Community building & mobilization
4. Reaching & engaging specialized audiences
5. Q&A



We're Blue State.

We inspire people to
take action



Core Capabilities

1. | **Strategy & Insights**

Audience Insights

Growth Strategy

Brand Strategy

2. | **Creative & Campaigns**

Design

Creative & Content Strategy










Campaign Strategy & Execution

3. | **Data & Technology**

Tech Strategy & Data Integration

Website & Product Development

Analytics & Data Driven Insights

Strategic partnership			
Community mobilization			
Audience engagement			

1 Strategy & organization building



Obama for America 2012

Building on the world's largest
grassroots political movement



Obama for President

Always-on laboratory

Values-led creative

Data-driven

Personalized content

Action-oriented
technology

Ladder of
engagement



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780,969

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294,203



8:16 PM - 6 Nov 2012

[Flag media](#)



Democratic Senatorial Campaign Committee

Rebuilding an organization to
drive national change





Organizational design



To: Catherine Algeri, Democratic Senatorial Campaign Committee
From: Matt Compton, Blue State Digital
Date: March 16, 2018
Subject: Digital Staffing—Phase One

In our kickoff meeting, we heard a set of hiring priorities from the DSCC team. To help facilitate those plans, we're offering a set of recommendations below.

To determine budget expectations, we spoke to digital leadership at a range of organizations that occupy a similar position to the DSCC in the campaign space, then checked those salary numbers against Washington, DC-area averages on Glassdoor.com.

Hiring a creative team

The market for designers and creative talent is particularly competitive. These are positions with a hard skill set, which command premium salaries in the private sector.

This cycle, your peers across the political space have universally made the choice to invest in design teams, and that fact puts stress on the talent market as well.

Most designers have specific concentrations, and those who are capable of web design, print, video production, and web development are exceedingly rare. Given your production needs, you should prioritize candidates with web and print design backgrounds.

In general, building a creative team with prior political experience can be a challenge. Many of those campaign veterans have been recruited by consulting firms and media organizations. Knowing that, don't be afraid to find talent with an interest in politics and teach that person the rhythms of electoral work.

Like designers, video producers have hard skill sets with specific concentrations. A talented editor can probably manage a direct-to-camera shoot, and a good videographer can probably cut a :30 rapid-response spot, but the final output might suffer. A person who can write, produce, and edit a high-quality video is very rare. Given your needs at the DSCC, you should probably prioritize candidates with experience as editors.

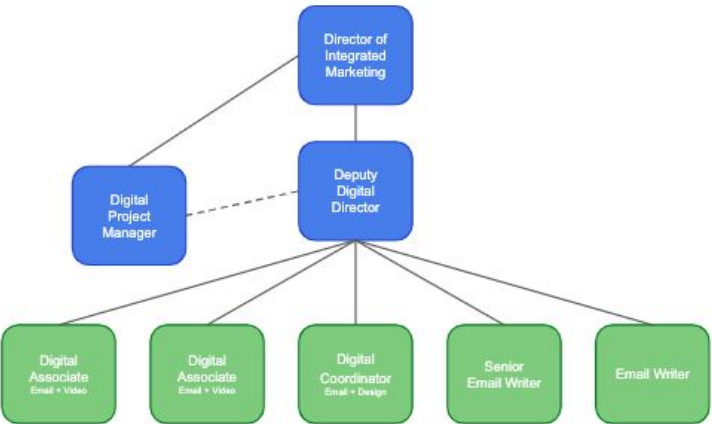
With the competition in the campaign sector in mind, it's important to make these hires your top priority.

Budget expectations: For a senior hire—a creative director with team management experience—you should budget between \$90,000 and \$120,000, at a minimum.

For a midlevel hire—an art director equivalent, who could help steer the creative direction for your program and manage your brand identity—you should plan to set aside \$75,000 to \$85,000.

For an executional role—a designer—plan to budget between \$50,000 and \$70,000. Entry-level hires will still expect to make a minimum of \$45,000.

DSCC Digital Department Organization Chart



Departmentalization planning

Market research



How to Get a Selfie With Elizabeth Warren in 8 Steps

By THOMAS KAPLAN, TAMIR KALIFA and EDEN WEINGART

JULY 22, 2019

2 Community building & mobilization



Coalition to Protect America's Health Care

Making the move from
traditional advocacy to digital



COALITION TO PROTECT
AMERICA'S
HEALTH CARE

It's National Hospital Week!

There are so many reasons to honor
our community Hospital Heroes.



Nurses at our community hospitals helped
welcome 3.8 million babies into this world last
year — caring for every child like it was their own.

COALITION TO PROTECT
AMERICA'S
HEALTH CARE

It's been a heck of a week, Lisa: After the Senate called off its vote on the disastrous Better Care Reconciliation Act, leaders are now saying a vote on health care could still happen as soon as early next week.

We've worked so hard to protect affordable health care coverage for millions at risk of losing it, so we can't give up now. We absolutely must keep the pressure on our elected officials — and your voice will continue to make a huge impact on their votes, if you act today.

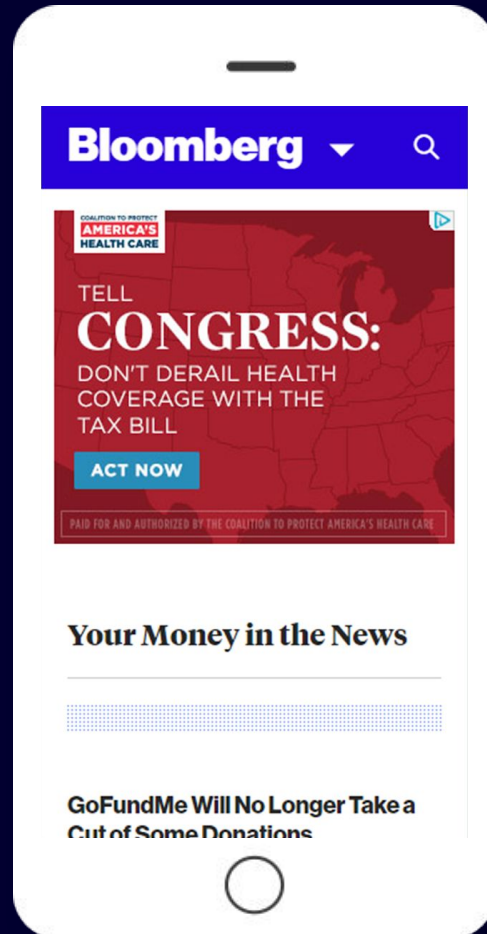
Call your Virginia senators today and say: Reject the Senate health bill and make sure millions of people aren't left without the coverage they need.

URGENT

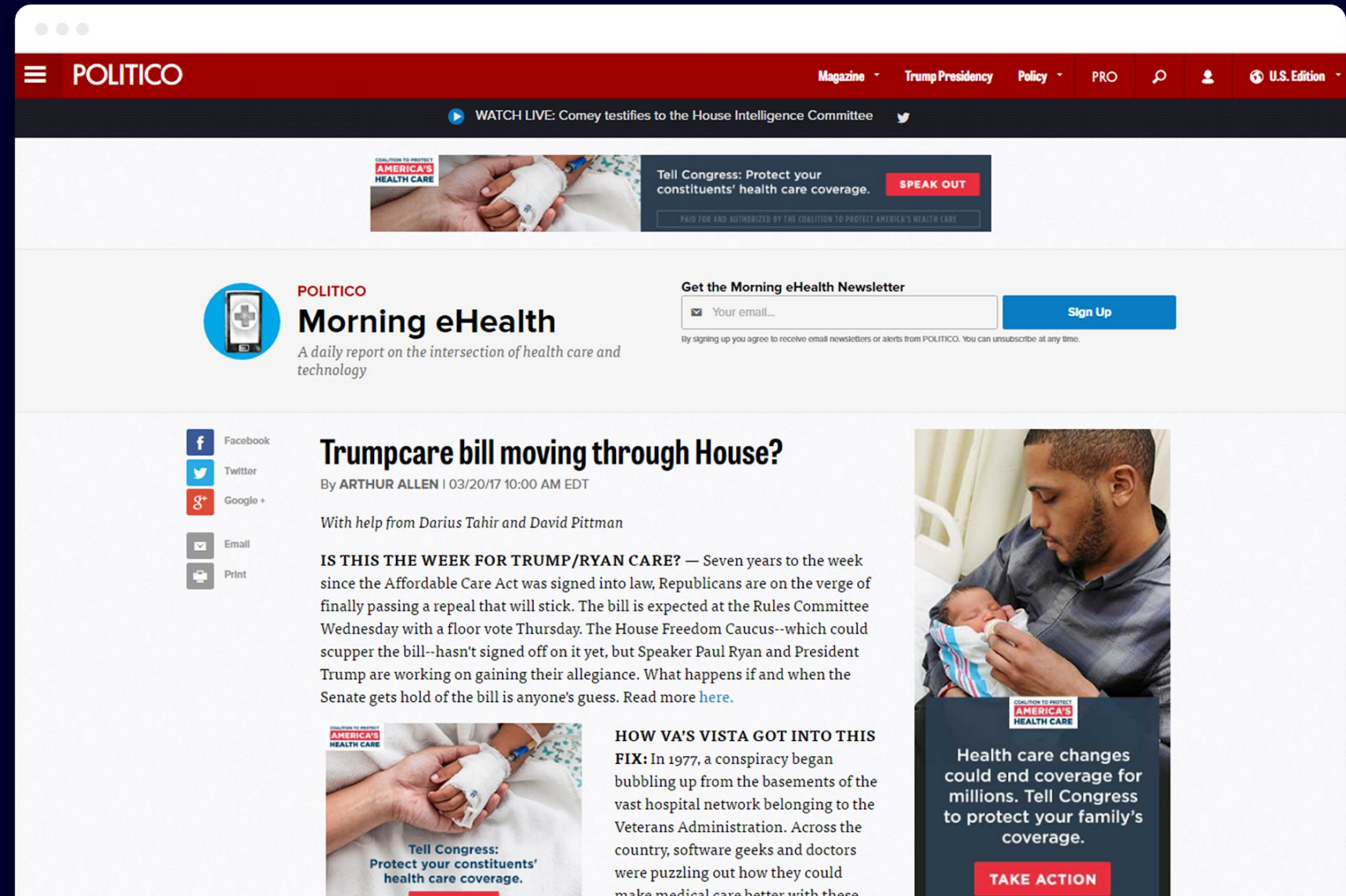
TELL THE SENATE:

***Vote NO on
the health bill.***

CALL NOW



Homepage takeovers
helped frame the
national narrative





Geo-targeted ads urged advocates to contact their members of Congress



Hyper-targeted ads in priority states drove advocates to take action

Results

550,000

Letters sent to
lawmakers

20,000

Tweets at
Members of
Congress

6,000

Calls to Congress

A photograph of the California State Capitol building in Sacramento, featuring a large white dome with a black and gold striped pattern and a gold finial. The building is surrounded by green trees and a clear blue sky. A flagpole with the American flag and the California state flag stands to the left of the dome.

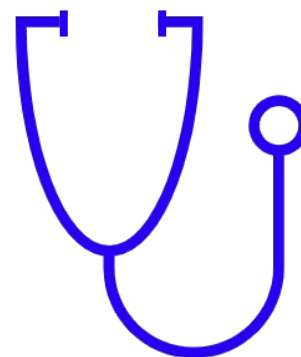
California Hospital Association

Creating a grassroots advocacy
community to power legislative
changes

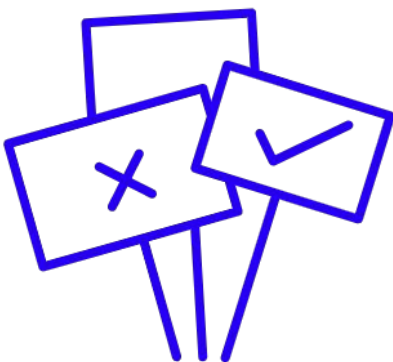
Our Health California is a digital community made up of supporters likely to become California health advocates



1M+ supporters

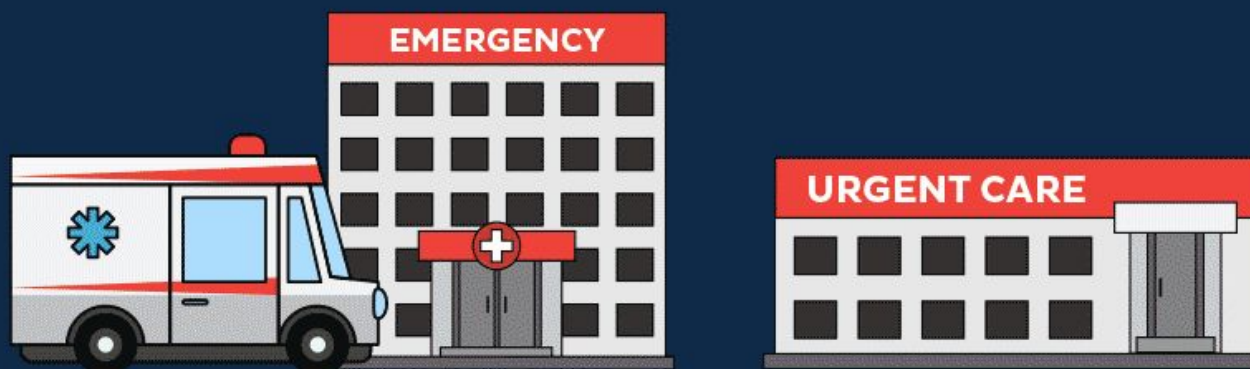


Health interested



Politically motivated
& engaged

Making a Care Plan: **Emergency Room or Urgent Care?**



California's MemorialCare Health System has both ER and Urgent Care facilities, so we tapped the expertise of Dr. Bobby Massoudian, an emergency room physician, to help you learn how these two important facilities differ. This quiz will help you be informed about which option is right for your health care needs or the needs of a loved one.

Take our short quiz about five different patient scenarios to discover your patient preparedness score!

START

This quiz is for informational purposes only. It does not constitute medical advice and is not intended to be a substitute for proper medical care.



NEWS & RESOURCES

TAKE ACTION

WHO WE ARE

Q SEARCH

JOIN US



AUGUST 15, 2018

A home for Herve



Herve's Inglewood home is bright blue with cozy touches.



A hand-painted mural faces his back patio, where stray



kittens nap in the sunlight. Big trees loom overhead.

Inside, Herve has made the three-room space — a kitchen, bedroom, and study — his own.

Herve's home is modest, but it's his — a big feat after living on the streets around Los Angeles for 6 years. It's a quiet sanctuary that represents a long road and a lot of work by a team of people he calls his angels.



We've seen the value of building relationships over the long-term

Favorability of your local hospital

OHC audience **77%**

General CA population **70%**

Overall impression of California hospitals

OHC audience **81% favorable**

General CA population **77% favorable**

3 Reaching & engaging specialized audiences



League of Conservation Voters

Raising the profile of climate change in the 2020 election



League of Conservation Voters

League of Conservation Voters ...

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Today, 58% of adults in NH are worried about the climate crisis. Voters need to hear the presidential candidates commit to climate action.



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Join Change the Climate 2020

LEARN MORE

League of Conservation Voters ...

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NH's ski economy lost \$48M from 2001 to 2016 due to warm winters. Each 2020 presidential candidate must commit to climate ...[See More](#)



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LEARN MORE

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Today, 60% of Nevadans are worried about climate change. Voters need to hear the presidential candidates commit to climate action.



CHANGETHECLIMATE2020.COM

Join Change the Climate 2020

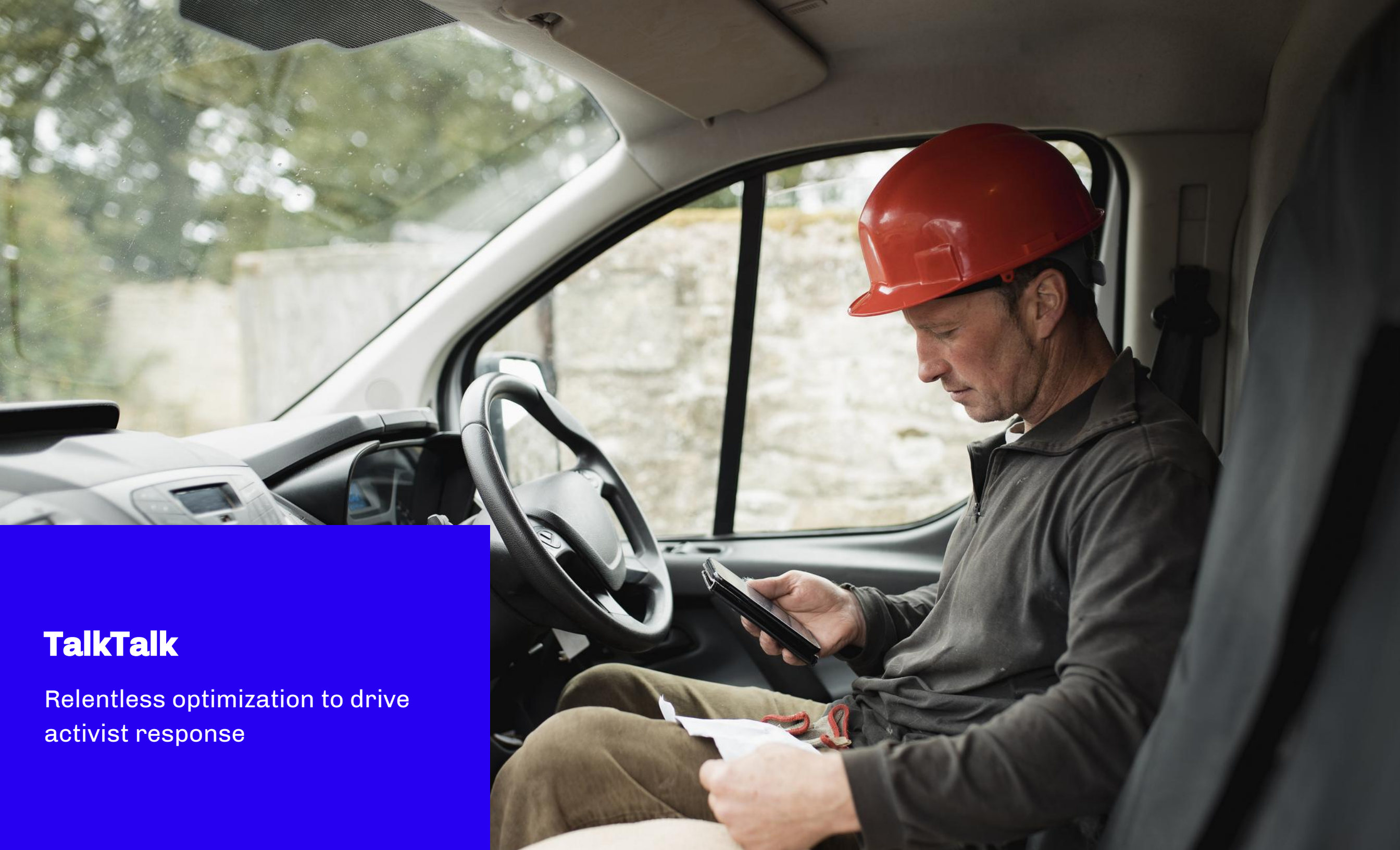
LEARN MORE

Highly-targeted, location-specific
issue advertising

The screenshot shows the homepage of 'The Nevada Independent' website. The header includes the site's logo and tagline 'YOUR STATE. YOUR NEWS. YOUR VOICE.' Below this are two orange buttons: 'SUPPORT OUR WORK' and 'BUY INDY SWAG'. A white box highlights the '2020 PRESIDENTIAL CANDIDATE TRACKER'. A left sidebar lists various categories: Home, En Español, Elections (with sub-items for 2018 Election Results and 2018 Campaign Ads), Government (with sub-items for Legislature, Sisolak Promise Tracker, Congress, State, and Local), Economy & Business (with sub-items for Gaming, Marijuana, Real Estate, Technology, and Sex Industry), Education, Criminal Justice, Energy, Health Care, Immigration, Water & Land, Yucca Mountain, October 1, Fact Checks, Rurals, Polls, and IndyBlog. The main content area features a large background image of a city skyline with mountains in the distance. Overlaid on this image is a news article titled 'WATER & LAND' with the headline 'Indy Environment: Clark County public lands bill, the change race and a mine permit'. The article is by Daniel Rothberg and dated September 12th, 2019 - 9:00am. Below the headline is a sub-headline: 'Homes under construction about two miles north of Sloan Canyon National Conservation Area on Wednesday, September 12, 2018. (Jeff Scheid/The Nevada Independent)'. There are social media sharing icons for Facebook, Twitter, LinkedIn, and Email. The article text begins with 'The Indy Environment newsletter breaks down reporting on water, public land and development. [Sign-up here](#) to receive it in your inbox. For suggestions or tips, email daniel@thenvindy.com'. The article continues with 'Clark County is moving forward with its push for congressional legislation to reconfigure sections of the federal public land — mostly controlled by the U.S. Bureau of Land Management (BLM) — that encircles Las Vegas. In general, [the proposed bill](#) looks to expand the area in which Las Vegas can grow (mainly down the I-15 corridor) while designating more conservation land to offset impacts on endangered species, p...

“

The League of Conservation Voters has launched a \$150,000 digital ad buy in Nevada and New Hampshire. The campaign's goal is to keep climate change on voters' minds.”



TalkTalk

Relentless optimization to drive
activist response

How do you find the most effective message to mobilize a nuanced audience?



For TalkTalk's Fix Britain's Internet campaign, we took a data-driven approach to start small and learn what works.

8

Audience personas

1,430

Pieces of creative

10

Micro-campaigns per persona

103,870

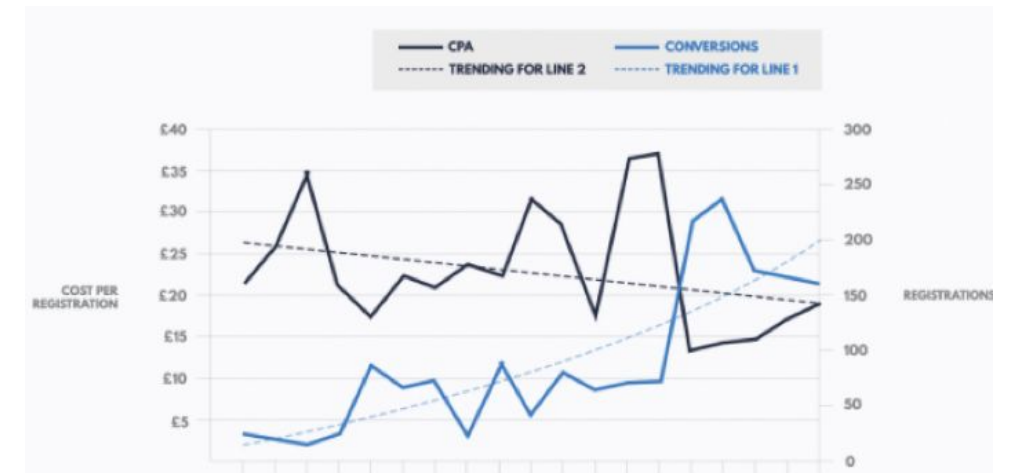
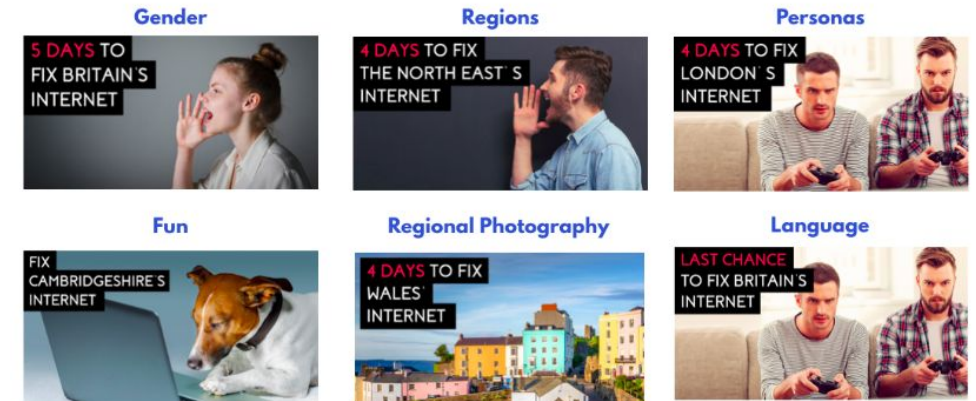
Total submissions

Proven performance through a data-driven, test & learn approach

BETTER
CONNECTED
BRITAIN

FIX BRITAIN'S
INTERNET

+30%



We optimize relentlessly

Blue State produced more than 1,300 ad variations in an effort to discover the most effective creative.

Fix Britain's Internet
Sponsored (demo) · €

Do you think Norfolk's broadband network is too slow? Click here to email Ofcom and ask them to Fix Norfolk's Internet. It only takes a minute.



Fix Norfolk's Internet
BT Openreach hasn't invested enough to provide all homes and businesses in Norfolk with decent broadband. This is our chance to demand better. Email Ofcom today and help Norfolk's Internet


FIX NORFOLK'S INTERNET

1,462 conversions
\$0.30 CPA

“Industry Insider” message & target

Fix Britain's Internet
Sponsored (demo) · €

Frustrated with internet speeds in Norfolk? You're not alone. Ofcom wants to hear from you. Email them today and demand better broadband.



Fix Norfolk's Internet
BT Openreach hasn't invested enough to provide all homes and businesses in Norfolk with decent broadband. This is our chance to demand better. Email Ofcom today and help Norfolk's Internet

FIX NORFOLK'S INTERNET

26 conversions
\$1.49 CPA

Generic message & target

Key Takeaways

**Lead with big, strategic
thinking**

**Build relationships &
affinity for the long term**

Always put people first





Ask us anything.