STRATEGIC ANALYSIS · TEXAS CONGRESSIONAL OFFICES

499s Could Make *the Majority*

In a fragmented media environment, strategic 499 communications maintain presence and shift the voters who determine electoral outcomes. Moving the middle can affect election outcomes.

90K+	200+	2	100%
CONSTITUENTS REACHED	TARGETED SMS MESSAGES	TEXAS OFFICES SERVED	COMPLIANCE MAINTAINED

CASE APPLICATION

Maintaining Presence During Blackout

Two Texas offices — Rep. Johnson and Menefee — aimed to sustain trust, relevance, and subscriber retention during an effective blackout period, emerging with their audience intact and still engaged. We worked closely with both clients to design a comprehensive 499 strategy that kept them in consistent, meaningful contact with constituents while remaining fully compliant.

HOW IT WORKED

A Multi-Week Coordinated Plan

Together, we drafted a multi-week outreach plan centered on each office's core priorities, mapping out timely, newsworthy touchpoints that reinforced their work in the district. Every element was designed to maintain authentic constituent connection while respecting communication guidelines.

STRATEGY

Winning Coalitions Require Two Distinct Approaches

P Persuasion — Move the Middle

- → Target key audience segments via voter modeling and phone survey insights
- → Goal: Shift persuadable voters toward the member
- → Messaging that energizes the base often does not persuade the middle
- → Economic messaging (affordability, cost of living) consistently performs best

M Motivation — Turn Out the Base

- → Target core supporters to increase turnout intensity
- → Emotional resonance and urgency messages are key — democracy threats, high-salience figures, values-based appeals
- → Only 1 in 4 of the base is consistently high-propensity — the rest must be activated

EXECUTION

Layered Communication That Works

01

Targeted SMS Campaigns

Leveraging L2's audience targeting, we drafted texts highlighting priorities, community engagement, and compelling storytelling through issue surveys and creative content.

02

Full Service Mail & Postcards

Paid mail complemented each office's messaging — timely, localized content that strengthened credibility and audience retention. We prioritized newsworthiness and essential community updates including extreme weather and voting information.

03

Hyperlocal Digital Outreach

Highly targeted, hyperlocal distribution of earned media ensured communication remained relevant and reinforced the member's visible, positive connection to the community.





THE RESULTS

90,000+
Constituents contacted ahead of Election Day in Texas

200+
Text messages delivered to targeted audiences across both offices

Weekly
SMS delivery analytics and constituent response reports provided to each office

New
499 messages introduced a new member and special election winner to their district

BLACKOUT EXEMPTION STRATEGY

Congressional Art Competition — Staying Visible When Others Go Dark

The Congressional Art Competition is exempt from blackout restrictions. Because it is a sanctioned constituent service activity, offices can promote participation and celebrate student artists even during blackout periods. We strategically used digital advertising around the competition to maintain consistent communication with the district at a time when other outreach channels were constrained — increasing the member's name ID and reinforcing a positive community connection.



REP. MENEFEE · TEXAS 18TH DISTRICT

"499 programs — done strategically — don't just maintain presence.
They create margin."

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