CASE STUDY 01 · NEW MEMBER, 2023

REP. GREG LANDSMAN · OH-01

Building Name ID *one mailbox at a time.*

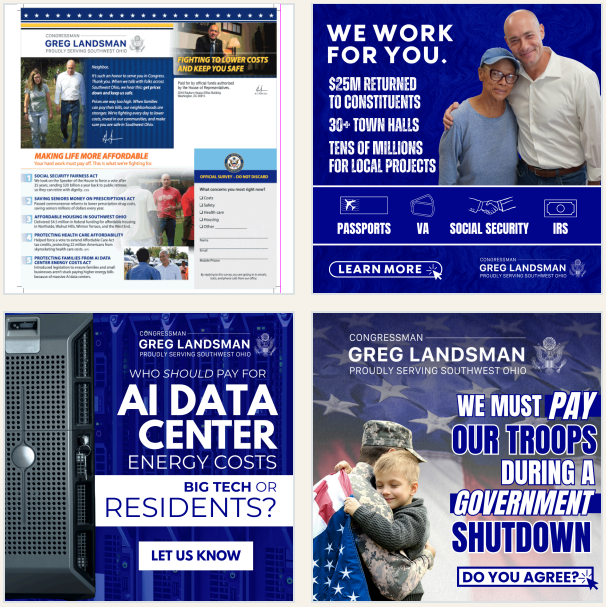
01

THE CHALLENGE

A first-term Member in a competitive Southwest Ohio district needed constituents to know who represented them, and what the office had already delivered, well before the next election.

THE APPROACH

A steady franked mail program built the core of the relationship, consistent digital kept the Member in front of constituents between drops, and the 499 strategy carried outreach through blackout windows.



Franked survey mailer and Meta ads.

01 A CONSISTENT MAIL CADENCE

District-wide pieces on a set schedule made the Member familiar, and periodic surveys invited constituents into the conversation.

02 CONSISTENT DIGITAL AND TEXT ALONGSIDE MAIL

Regular Meta survey and constituent services ads, plus texts on local events and policy priorities, kept the Member visible between mail drops.

03 499S THROUGH THE BLACKOUT

Targeted sends under the mass-communication threshold kept outreach going when district-wide mail had to pause.

REACHED BY MAIL	499 SENDS	DIGITAL IMPRESSIONS	CONSTITUENT TEXTS
100K+	Weekly	12M+	215K

CASE STUDY 02 · NEW MEMBER, 2025

REP. LUZ RIVAS · CA-29

Reaching every constituent *in their language.*

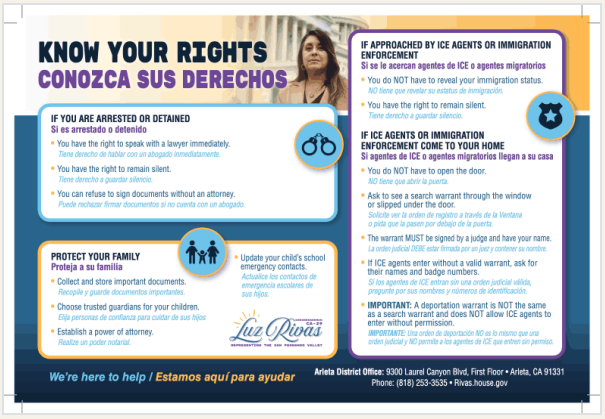
02

THE CHALLENGE

Immigration enforcement in the San Fernando Valley left families with urgent questions. A new Member needed to reach English- and Spanish-speaking constituents quickly, with information they could use.

THE APPROACH

Bilingual Telephone Town Halls and mail, built around Know Your Rights guidance, made the office a trusted resource and introduced the Member at the same time.







Bilingual Know Your Rights postcard, video message, and survey ad.

01 BILINGUAL TELEPHONE TOWN HALLS

Live calls in English and Spanish let constituents ask questions directly and hear the Member's voice.

02 BILINGUAL KNOW YOUR RIGHTS MAIL

A side-by-side English and Spanish guide designed to be kept on the fridge, with the district office's contact information.

03 REINFORCED ON DIGITAL

Video messages and survey ads carried the same themes online and grew the office's contact list.

TTH CONSTITUENTS CALLED	REACHED BY MAIL	CONSTITUENT TEXTS
415K+	200K+	700K+

CASE STUDY 03 · NEW MEMBER, 2025

REP. HERB CONAWAY · NJ-03

Putting a face to the name *on every screen.*

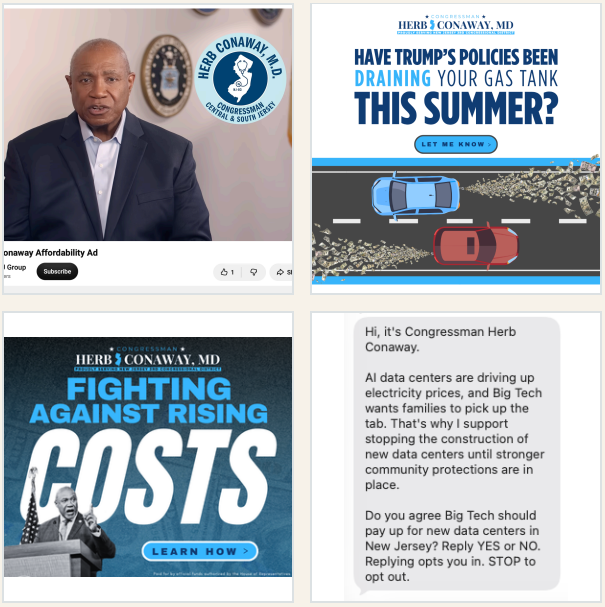
03

THE CHALLENGE

As a new Member, he needed a way to introduce himself to constituents directly and often, without relying on earned media.

THE APPROACH

A district video shoot fed video and audio ads, video Telephone Town Halls, and regular texting, so constituents could see and hear from the Member himself.



Video ad from the district shoot, Meta and display ads, and a constituent text.

01 A DISTRICT VIDEO SHOOT

One day of filming in the district produced a library of footage for video ads on Meta and YouTube.

02 REGULAR VIDEO TELEPHONE TOWN HALLS

Recurring video TTHs let constituents see and hear the Member directly and ask questions live.

03 REGULAR TEXTING, INCLUDING 499S

Ongoing texts kept constituents informed, and weekly 499 texts kept outreach going during blackout windows.

YOUTUBE VIEWS	DIGITAL IMPRESSIONS	499 TEXTS	TTH CONSTITUENTS CALLED
5M+	10M+	Weekly	600K+