

STRATEGIES TO WIN IN EARLY VOTE STATES

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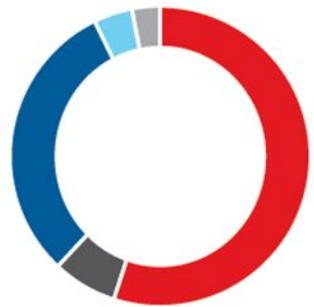
Voter Survey Profile

Location



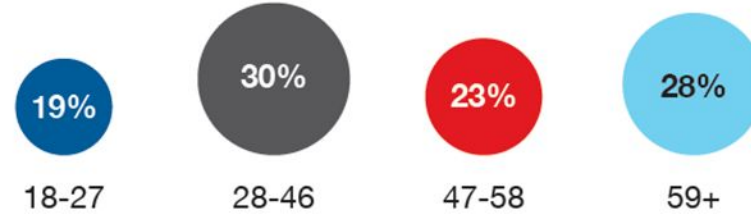
- 22% Kentucky
- 21% Louisiana
- 21% Mississippi
- 12% Houston, TX
- 12% Columbus, OH
- 12% Philadelphia, PA

Race/Ethnicity



- 55% White
- 7% Hispanic
- 31% Black
- 4% Asian
- 3% Other

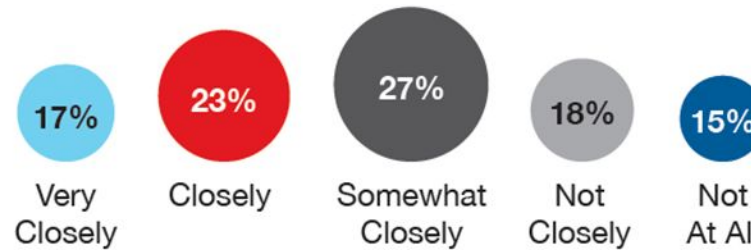
Age



Gender



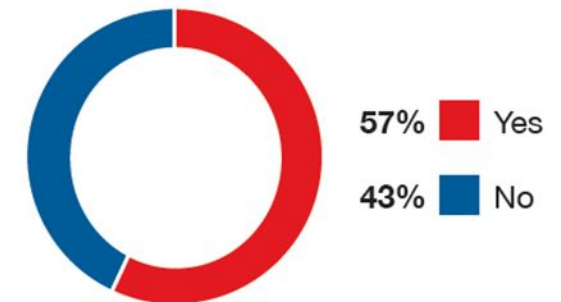
Followed The Elections



Household Income



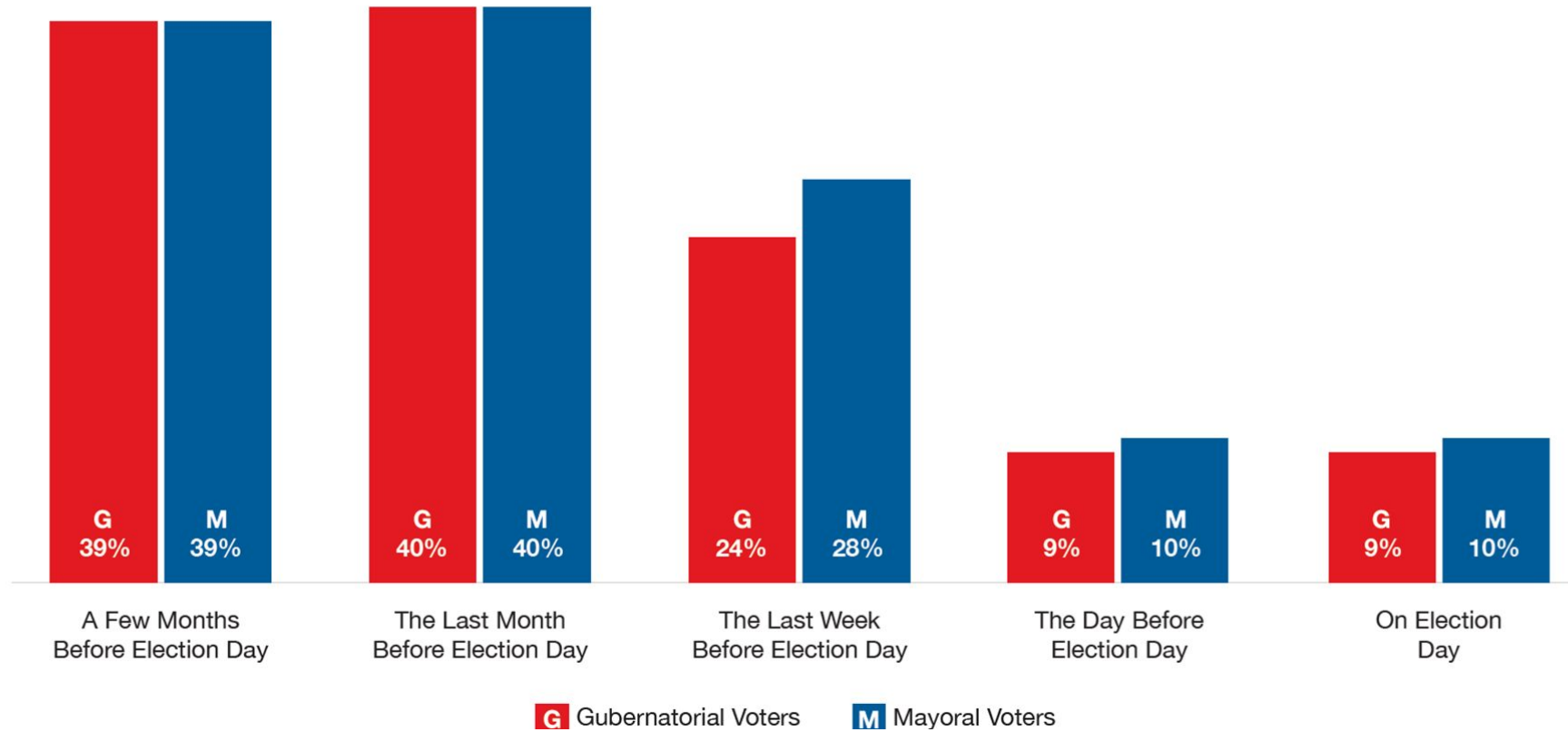
Recalled Receiving Direct Mail





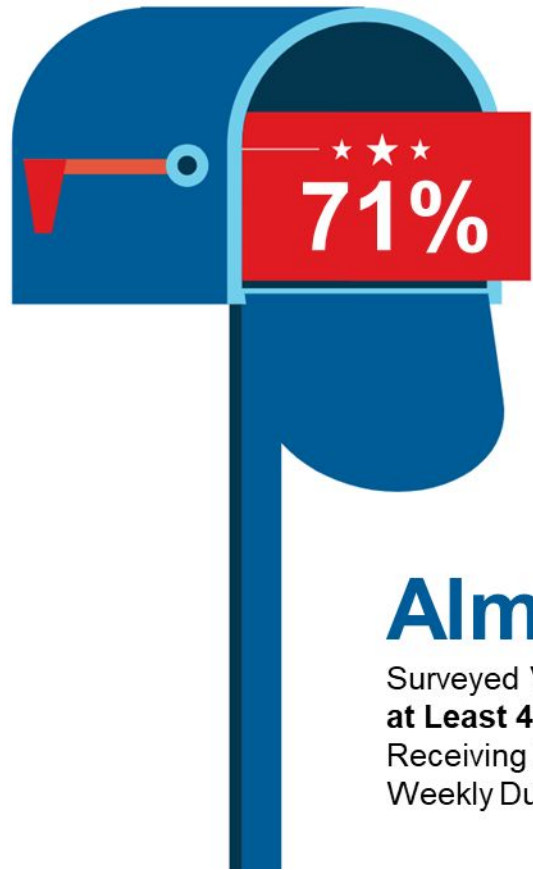
Utilize Direct Mail as a Starting Point For Engagement

When Surveyed Voters Prefer to Receive Direct Mail





Leverage the Unique Voter Relationship with Direct Mail



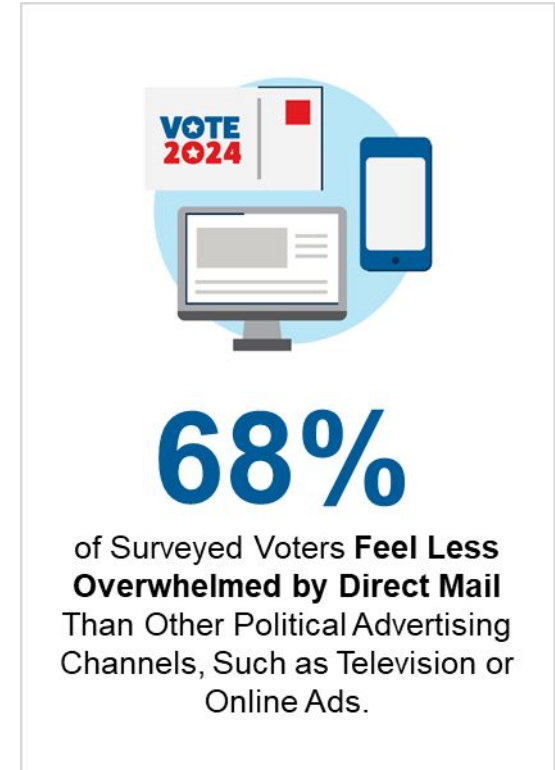
Almost 3 in 4

Surveyed Voters Still **Check Their Mailbox at Least 4 Days a Week** – And 42% Recall Receiving Political Mail Pieces Daily or Weekly During the 2023 Elections.



56%

of Surveyed Voters **Feel That the Amount of Mail Pieces Received Was “Just Right”** – With 70% of Those Voters Receiving Mail Pieces Between a Couple Times a Month and at Least Weekly.



68%

of Surveyed Voters **Feel Less Overwhelmed by Direct Mail** Than Other Political Advertising Channels, Such as Television or Online Ads.

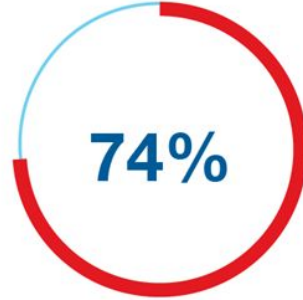


Communicate Comprehensive Information in Mail Pieces

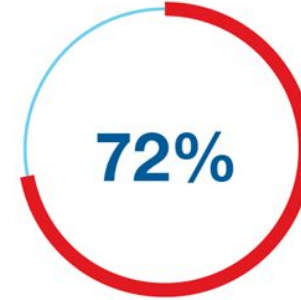
**Some of the Types of Campaign Information Surveyed Voters
Want to Receive Through Direct Mail Pieces**



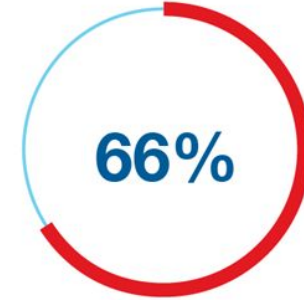
Stance on
Local Issues



The Candidate's
Biography



When and
Where to Vote



Early Voting
Information

TV Advertising and Early Voting

- AB/EV is increasingly larger share of total votes cast
 - 2016: 33.2% AB/EV
 - 2020: 59.9% AB/EV
 - 2022: 46.2% AB/EV
- The Rules and The Data
- Messaging and Mix need to peak at the right time

UTILIZE EXPANDED VOTING WINDOWS TO GET VOTERS TO TAKE ACTION

- ✓ **TARGET EACH STATE DIFFERENTLY**
- ✓ **START ABEV VOTER CONTACT SOONER THAN EVER BEFORE**
- ✓ **CONTINUE TURNOUT EFFORTS UNTIL ELECTION DAY**

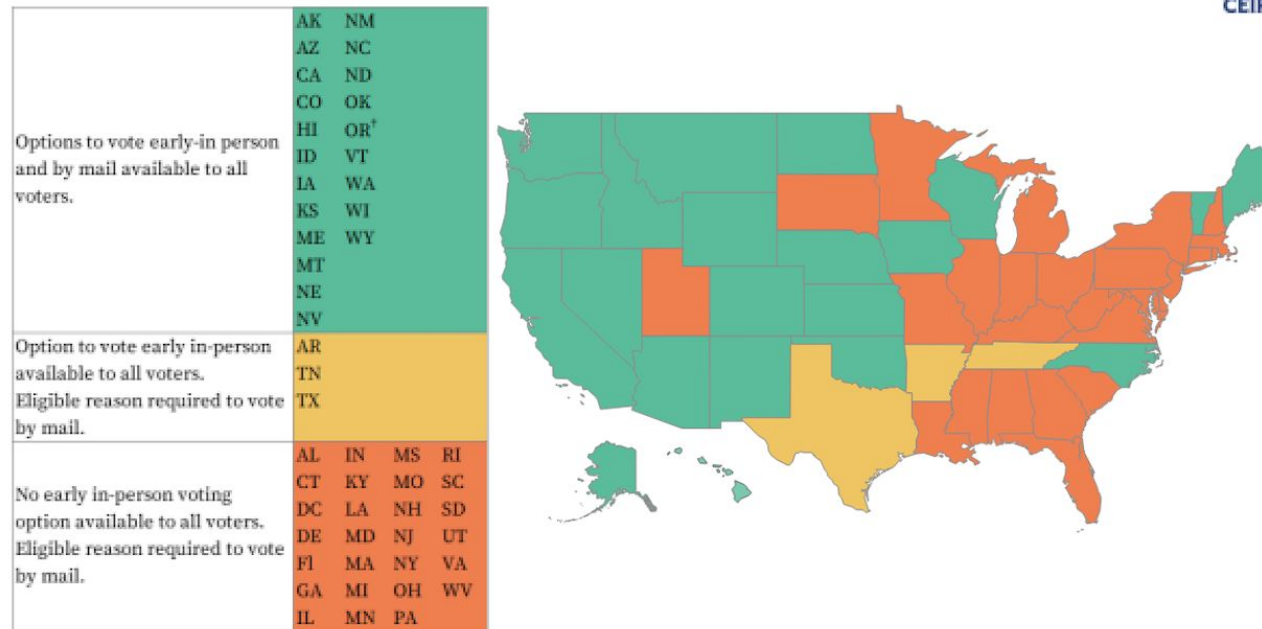
WE NEED TO EXPAND OUR AUDIENCE

- ✓ **LOW PROP PERSUASION**
- ✓ **LOW PROP TURNOUT**

EARLY VOTING IN 2000

40% of all voting-age citizens lived in states offering at least one option for early voting.

2000 General Election



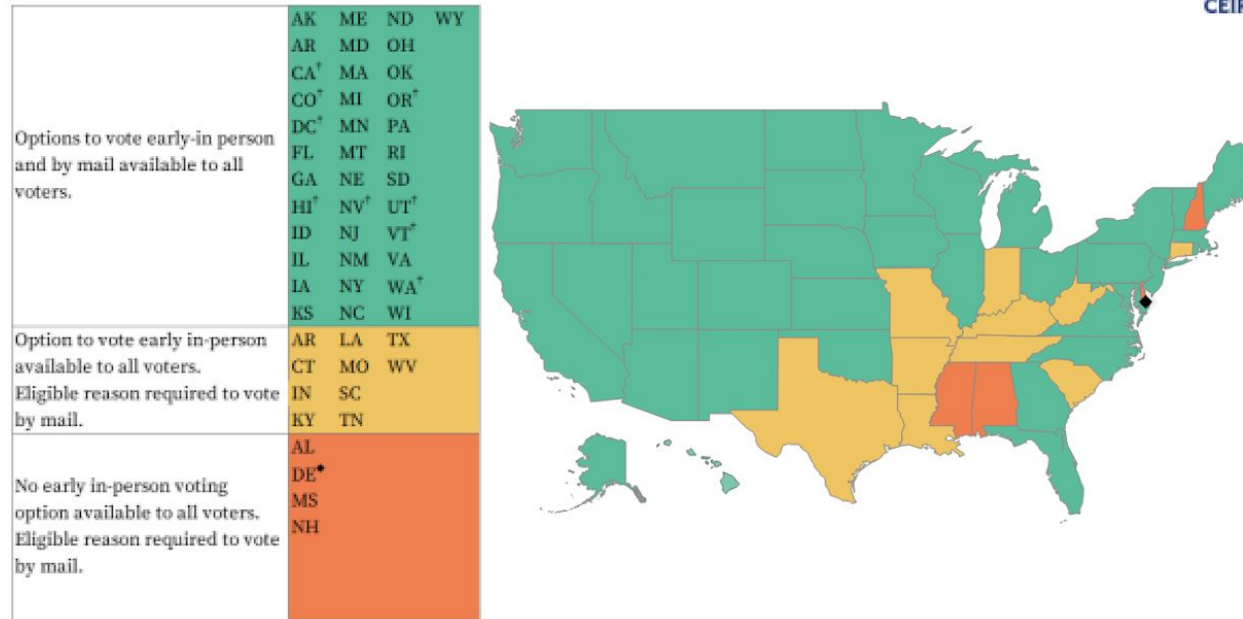
[†] Indicates that the state had an applicable law implementing all-mail elections, wherein each active registered voter was automatically sent a mail ballot.

Source: The Center for Election Innovation & Research, The Expansion of Voting Before Election Day, 2000-2004

EARLY VOTING IN 2024

Nearly 97% of all voting-age citizens live in states offering at least one option for early voting.

2024 General Election



† Indicates that the state has an applicable law implementing all-mail elections, wherein each active registered voter will be automatically sent a mail ballot.

◆ Note: In February 2024, a trial judge in the Delaware Superior Court declared the state's early in-person voting law to be in violation of the state constitution.

Source: The Center for Election Innovation & Research, The Expansion of Voting Before Election Day, 2000-2004

CA EARLY VOTER DATA

Always or Usually Early = Ballots Returned Before 8 Days Out

Always or Usually Late = Ballots Returned in the Last Week of the Election

Ballot Return Behavior	Statewide Voters	%	Combined Early/Late
Registered Voters	22,061,247		
Always Return Early	631,799	2.9%	
Usually Return Early	2,864,261	13.0%	15.8%
Return Early and Late	1,379,657	6.3%	
Always Return Late	4,510,090	20.4%	54.0%
Usually Return Late	7,398,596	33.5%	
Unknown	5,276,872	23.9%	

Source: Political Data, Inc.

CA STATE SENATE DISTRICT 25

Always or Usually Early = Ballots Returned Before 8 Days Out

Always or Usually Late = Ballots Returned in the Last Week of the Election

Ballot Return Behavior	Statewide Voters	%	Combined Early/Late
Registered Voters	621,573		
Always Return Early	20,210	3.3%	
Usually Return Early	79,326	12.8%	16.0%
Return Early and Late	40,203	6.5%	
Always Return Late	138,193	22.2%	55.0%
Usually Return Late	203,916	32.8%	
Unknown	139,725	22.5%	

Source: Political Data, Inc.

2024 PRIMARY: CA STATE SENATE DISTRICT 25

Candidate Field of 5: 4 Democrats and 1 Republican

1 Dem candidate mostly self-funded, with a war chest of \$3.4 million

Our candidate raised \$920,000 and had the official Dem Party endorsement

THE CHALLENGE:

Sustaining a Communications and Field Campaign for a 5-week Super Tuesday Election Day, knowing we'll be outspent

Source: Political Data, Inc.

2024 PRIMARY: CA STATE SENATE DISTRICT 25

7 Week Mail Plan	TARGETS	DROP DATE
Intro/Comparative	All	Jan 17
Reproductive Rights Comparative 1	All	Jan 26
Reproductive Rights Comparative 2	All	Jan 31
Education 1	All	Feb 5
Education Comp 2	Ex Always Early Voters	Feb 16
Homelessness Comp 1	Ex Always Early Voters	Feb 19
Homelessness Comp 2	Women ex Always Early and Voted	Feb 23
Homelessness Comp 3	Women ex Always Early and Voted	Feb 26
Endorsements	Women ex Always Early and Voted	Feb 27

SASHA RENÉE PÉREZ CHAMPION FOR STUDENTS AND WORKING FAMILIES

Alhambra Vice Mayor **Sasha Renée Pérez** is the daughter of a union electrician and a social worker. As the first in her family to earn a degree, she knows the doors that college access and career programs can open for working families.

Sasha Renée Pérez led efforts to:

- ✓ *Secure \$97 million to expand college access and affordability for California students*
- ✓ *Expand financial aid availability to nearly half a million college students*
- ✓ *Unite unions and businesses to bring hundreds of good-paying jobs to the San Gabriel Valley*


LEARN MORE:
SashaReneePerez.com

[f](#) SashaReneePerezOfficial
[x](#) @SashaReneePerez
[i](#) @SashaReneePerez










Make your plan to vote by Tuesday, March 5th, 2024

Paid for by Sasha Renee Perez for Senate 2024, FPPC #1458415
234 E. Colorado Blvd., Ste. 210
Pasadena, CA 91101

Presorted
Standard
U.S. Postage
PAID
Comerston
92101

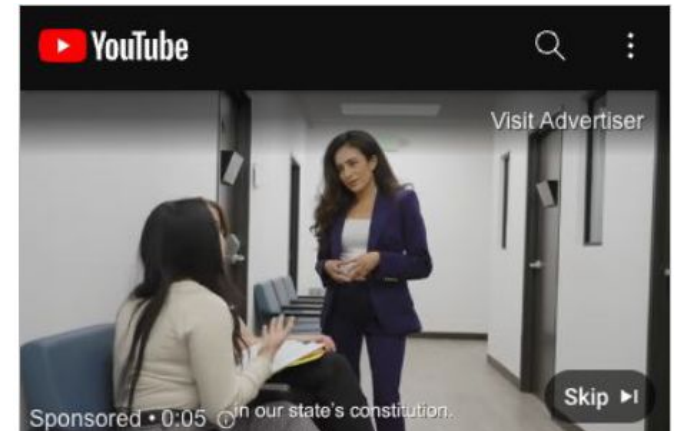


Proudly endorsed by the California Democratic Party, nurses, educators, and firefighters:

2024 PRIMARY: CA STATE SENATE DISTRICT 25

Digital Plan	TARGETS	Flight Dates
15s, 30s Custom List Targeted Cross Device Video, CTV, and Youtube	Foothills Area Targets	Jan 26-Mar 5
15s, 30s Custom List Targeted Cross Device Video, CTV, and Youtube	Lower San Gabriel Valley & Glendale Targets	Feb 9 - Mar 5
Meta - Video & Graphic	District Zip Codes	Jan 31 - Feb 15
Meta - Static Graphic	District Zip Codes	Feb 19 - Mar 5
Meta - GOTV Graphic	District Zip Code	Mar 2 - Mar 5



2024 PRIMARY: CA STATE SENATE DISTRICT 25

Field Plan	TARGETS	Dates
Progressive Leaning, High Propensity, AND Early Voting Precincts	South Pasadena, Pasadena, Claremont	Jan 5 - Feb 4
Progressive Leaning, High Propensity AND Early and Late Voters	South Pasadena, Pasadena, Claremont	Feb 10 - Feb 25
Progressive Leaning, Mid Propensity, excluding Not Voted and Early Voters	South Pasadena, Pasadena, Claremont, Glendale	Feb 26 - Mar 5



2024 PRIMARY: CA STATE SENATE DISTRICT 25

Text Plan	TARGETS	Text Date
Reproductive Rights	Women Mail Targets in Foothills	Feb 4
Education	Men and Women in South SGV area Mail Targets	Feb 6
Comparative	All Mail Targets	Feb 19
Spanish	Spanish Speakers Only	Feb 23
Targeted Audiences	Mail Targets + Mid Propensity excluded voted	Feb 26 - 29
GOTV X 4	Mail Targets	Mar 2, 3, 4, 5

2024 PRIMARY: CA STATE SENATE DISTRICT 25

County Results

Other Links

Candidate	Votes	Percent
Teddy Choi (Party Preference: DEM)	8,881	4.3%
Sandra Armenta (Party Preference: DEM)	19,486	9.5%
Sasha Renée Pérez (Party Preference: DEM)	67,266	32.9%
Yvonne Yiu (Party Preference: DEM)	35,693	17.5%
Elizabeth Wong Ahlers (Party Preference: REP)	73,002	35.7%



sashareneeperez
 The Verve · Bitter Sweet Symphony



Liked by jessla2ny and 922 others
 sashareneeperez There are still thousands of ballots left to count, but it looks like we will be advancing to the general election in... more
 View all 69 comments
 matthaneysf Amazing!!!!
 pasadena_latinx Si se puede! 🙌
 March 6 · See translation

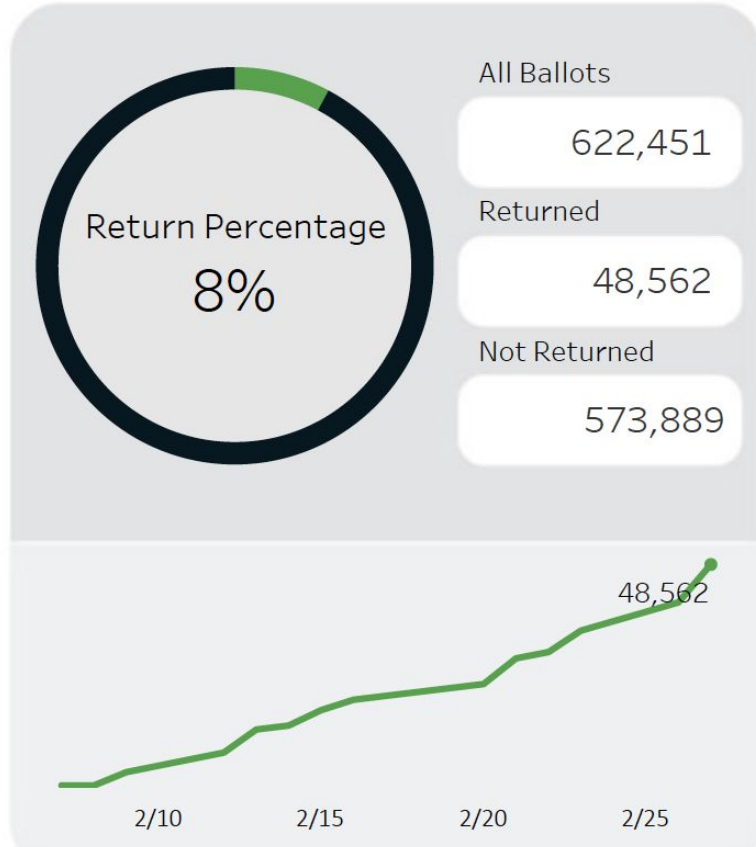
2024 PRIMARY: CA STATE SENATE DISTRICT 25

February 27

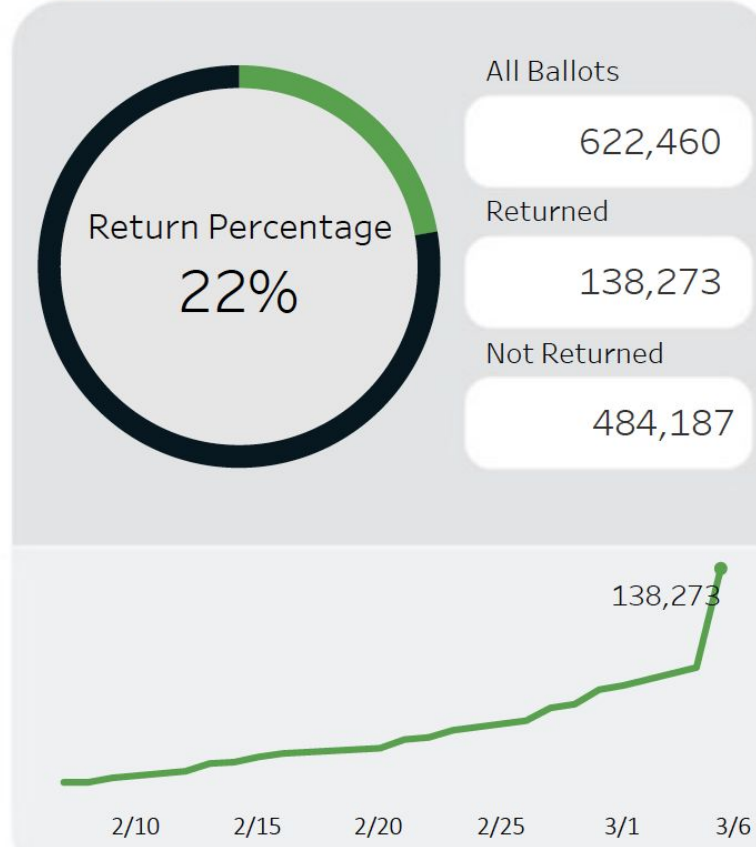
March 5

Final

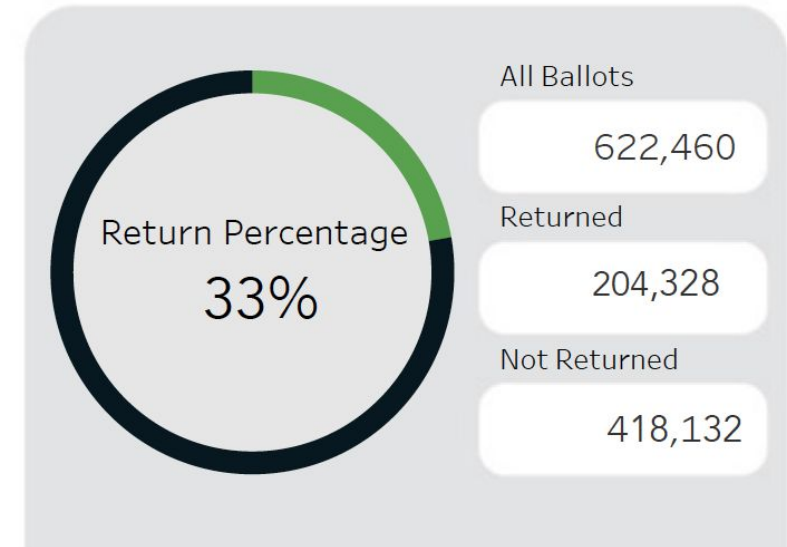
Returns



Returns



Returns



76% Ballots Were Returned in Last 8 Days of Election

Strategies to Win in Early Vote State

- Focus on how easy it is to vote (**Not on the issues**)
 - Social pressure works but can be creepy online
- Create surround sounds around the target audience
 - Reinforce the message across mediums/channels
- Getting the data/data process and flow right is more crucial
- Time early to leave room for experimentation
 - Messenger & Medium