

HELPING MOVEON GATHER SUPPORT FOR THE IRAN NUCLEAR DEAL WITH OUR PATCH-THROUGH PROGRAM

THE GOAL

In September 2015, Solidarity was hired by MoveOn, a national member based organization to help President Obama get the “Joint Comprehensive Plan of Action,” better known as the “Iran Nuclear Deal” voted through the House and Senate. Their intention was to target Democratic Members of Congress and place pressure on them from their constituents. Throughout this campaign new targets were added as Members came on board until the deal was passed three weeks after calls later.

THE STRATEGY

We worked with MoveOn to achieve their goals by implementing an issue advocacy phone campaign that would best reach their targeted Members. These calls allowed constituents to connect to their Congressional district and Washington, D.C. offices in real time. The organization relied on the advocacy, voices, and personal stories of their members nationwide to persuade their Member of Congress to vote in support of the President’s deal.

PATCH-THROUGH CALLS

The campaign quickly expanded to a growing number of Members totaling **29 Congressional offices** with four alternating scripts. The client asked for different calls to groups of targets based on their level of support for the deal. There was a ‘thank you’ script, a ‘still time’ script for Members who had not yet supported the bill, a “stand firm” for Members who needed further encouragement, and an ‘accountability’ for the Members who choose not to support. We were able to make changes to these calls and scripts within hours notice to accommodate the rapid development of support.

“GROUPS INCLUDING MOVEON ... MADE THE NUCLEAR DEAL THEIR NO. 1 ISSUE OF THE SUMMER. SUPPORTERS FLOODED VOICEMAILS... TO GET LAWMAKERS TO BACK THE PACT.”¹



29
CONGRESSIONAL
OFFICES WERE
CALLED

¹ The Hill: “How Obama won on Iran,” by Julian Hattem, Sept. 5, 2015.

THE RESULTS

Our team patched through **50-150 constituents per office per day**; these numbers varied depending on how much pressure each Congressional Member needed. During this three week campaign, our team patched through close to **12,000 calls** from members of the national organization to 25 Congressional offices. The patch through rate for the Iran Deal was 3:1, an average of one patch through call per every three persons called. Our work resulted in moving eight undecided U.S. Representatives and Senators to vote in support of the deal, with the client's biggest target receiving up to **1,341** in his offices.



**12,000
CALLS**



**50-150
CONSTITUENTS PER
OFFICE PER DAY**

In MoveOn's "Top 10 Things MoveOn Members Got Done in 2015," the issue we played a part in - "securing diplomacy with Iran" was placed as first on the list.² Our firm went on to be awarded with a Silver Eagle Goldie for the patch through work we had done for MoveOn in this issue.

"THE OVERWHELMING DEMOCRATIC SUPPORT FOR THE AGREEMENT — THE MOST SIGNIFICANT FOREIGN POLICY ACHIEVEMENT OF OBAMA'S TERM — IS THE RESULT OF WEEKS OF TOUGH LOBBYING, DETAILED TECHNICAL ARGUMENTS, GRASSROOTS SUPPORT..."³



AWARDED WITH A SILVER EAGLE GOLDIE

² MoveOn: "Top 10 Things MoveOn Members Got Done in 2015," by Nick Berning, Dec. 31, 2015.

³ The Hill: "How Obama won on Iran," by Julian Hattem, Sept. 5, 2015.