

BILINGUAL MAIL CAMPAIGN TO INTRODUCE 46,000 LATINOS IN NEVADA TO SENATOR BERNIE SANDERS

THE GOAL

Since the 2008 election, the Latino vote has been crucial to determining the outcome of a presidential election. The Bernie 2016 campaign reached out to Solidarity Strategies because of its knowledge of the Latino community and its successful ability to engage with Latinos nationwide. Our goal for the Bernie 2016 campaign was to create three mail pieces that would introduce Latinos in Nevada to Senator Bernie Sanders, increase support for our client, and announce the February 2016 caucus.

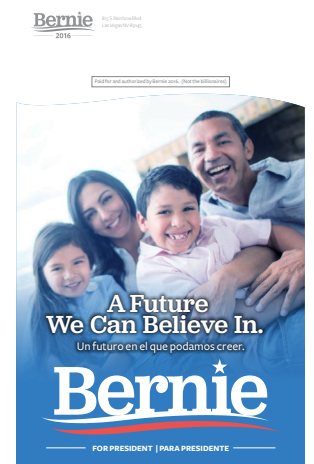
THE STRATEGY

Prior to sending out the mail pieces, we conducted a telephone poll, with an English and Spanish option to the same targeted universe. The poll successfully called **12,138 self-identified Latino Democrats** in Nevada who had voted in one or more of the 2008, 2010, or 2012 elections and are likely to vote in the 2016 presidential primary. Given the targeted population and sample size polled, both **polls achieved a 95% confidence level and attained a +/-4% confidence interval**. The initial poll used metrics that measured candidate favorability, name identification, voter head-to-head, and voting day preferences. Our focus question asked, “If the election were held today, who would you vote for?” and included the three Democratic candidates in the race at the time: Clinton, Sanders, and O’Malley.

MAIL PIECES

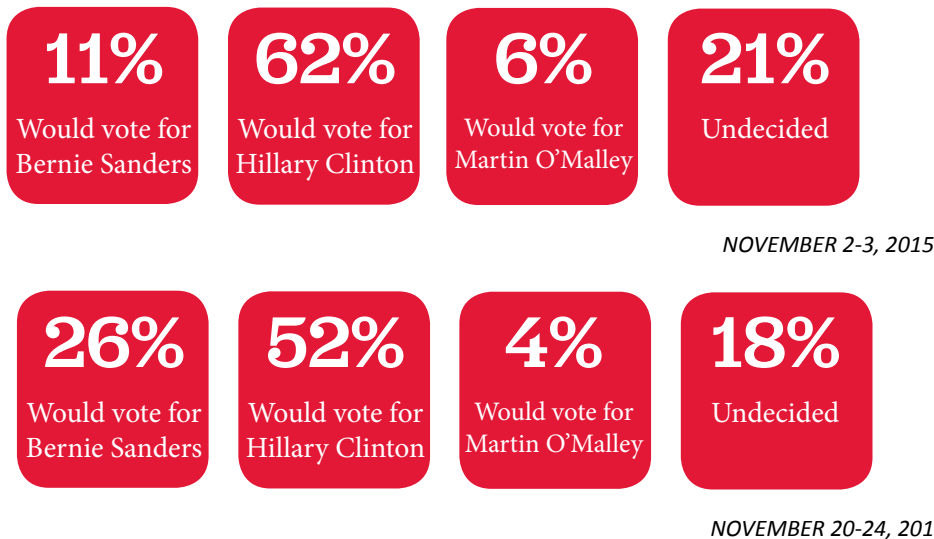
We created three mail pieces that would introduce Senator Sanders to our targeted universe: **46,000 Democratic Latino voters in Nevada**. All three of these mail pieces were sent to this universe throughout the month of November, **totaling 138,000 sent mail pieces**. The message on each piece was presented in both English and Spanish language and were of different sizes. Moreover, the mail pieces provided our candidate’s website and information for the February 2016 caucus, encouraging participation.

The first mail piece was dedicated to immigration and featured the Senator’s father’s immigration story. This demonstrated he could empathize with immigrants in the U.S. as his father came from Poland in search of a better life. The second mail piece emphasized his dedication to education and plan to make public colleges and universities tuition free. Finally, the third mail piece showed his economic view and the policies he would enact to reform the current job market.



THE RESULTS

After the flight of mail was sent, we followed up with our universe with another poll to measure the impact the mail pieces had on name recognition. The same metrics as our initial poll and questions were used. These results showed an increase in the percentage of people who would vote for Senator Bernie Sanders.



Another significant finding was the answers to the question that asked where they had learned about Senator Sanders: mail, television, internet, or radio. The results displayed the largest percentage being attributed to receiving mail from the candidate. The entire flight of mail sent went on to win awards; **the immigration piece won a Golden Donkey** for Direct Mail Excellence: Non-English Language, **the education piece won both a Golden Donkey** for Overall Campaign Excellence: Candidate Direct Mail and a **Reed Award** for Best Spanish Comparative Mail, **the economy piece won a Silver Donkey** for Direct Mail Excellence: Presidential Candidate.

There was a significant increase of support for our candidate in the state of Nevada during the course of the election. After the February 20 caucus, an entrance polling conducted by Edison Media Research suggested that **Sanders won the Hispanic vote** by a margin of **8 percentage points**.¹ On April 3rd, Senator Sanders changed the results of the February 20th Nevada caucus in the county-level Democratic conventions. By getting more delegates than Hillary Clinton, our client gained a better chance of securing more national delegates.² We believe that our mail campaign successfully accomplished our goal of increasing name recognition and support for our candidate among Democratic Latino voters in Nevada.

POLL QUESTION:

From which medium did you first hear, see, or read about Senator Bernie Sanders?



44%
Responded
Mail



41%
Responded
Television



11%
Responded
Internet



4%
Responded
Radio

¹The Washington Post: "Sanders was leading among Nevada Latinos in campaign's last internal survey, pollster says," by John Wagner, Feb. 25, 2016.

²The Washington Times: "Bernie Sanders wins county-level conventions in Nevada," by Associated Press, Apr. 3, 2016.