

Virginia Parents Against Assault Rifles

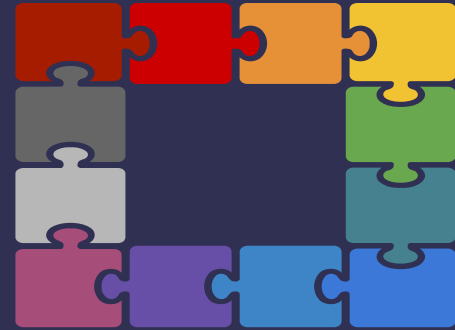


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1.

Virginia Parents Against Assault Rifles



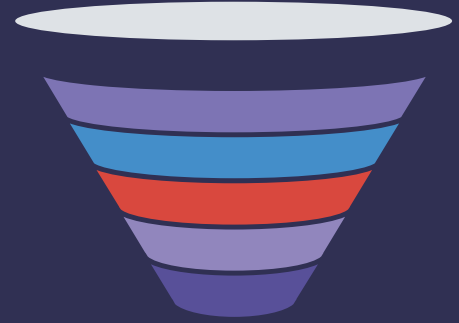
Virginia Parents Against Assault Rifles

- ▶ Persuade 5th District voters to **OPPOSE** assault weapons
- ▶ Moderate, family-centered message
- ▶ Independents, Moderate Republicans



We will **EXCEED** our persuasion goal and get Sydney Thorp elected to congress!

2.



Target Audience

Target Groups

▷ Republicans/Independents

▷ Age 45-54

▷ Annual income <\$25K

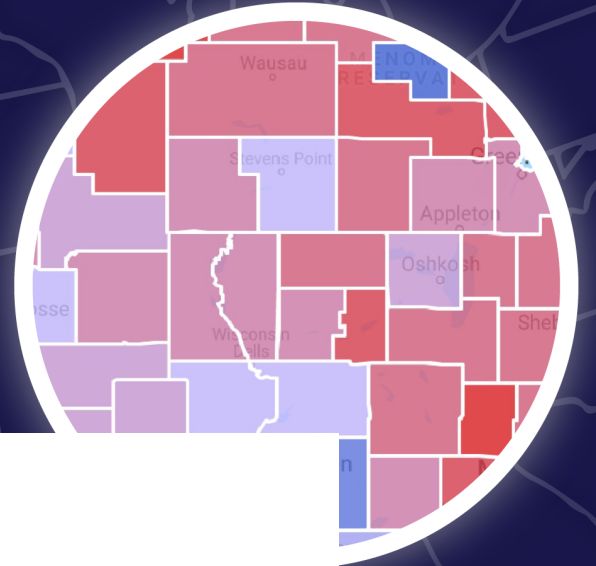


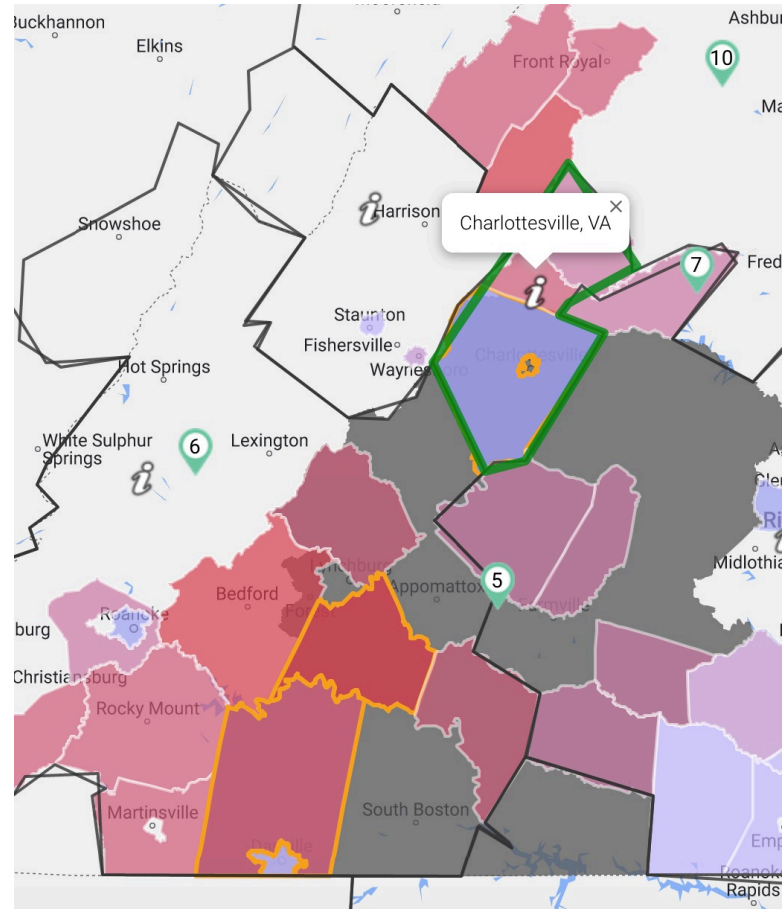
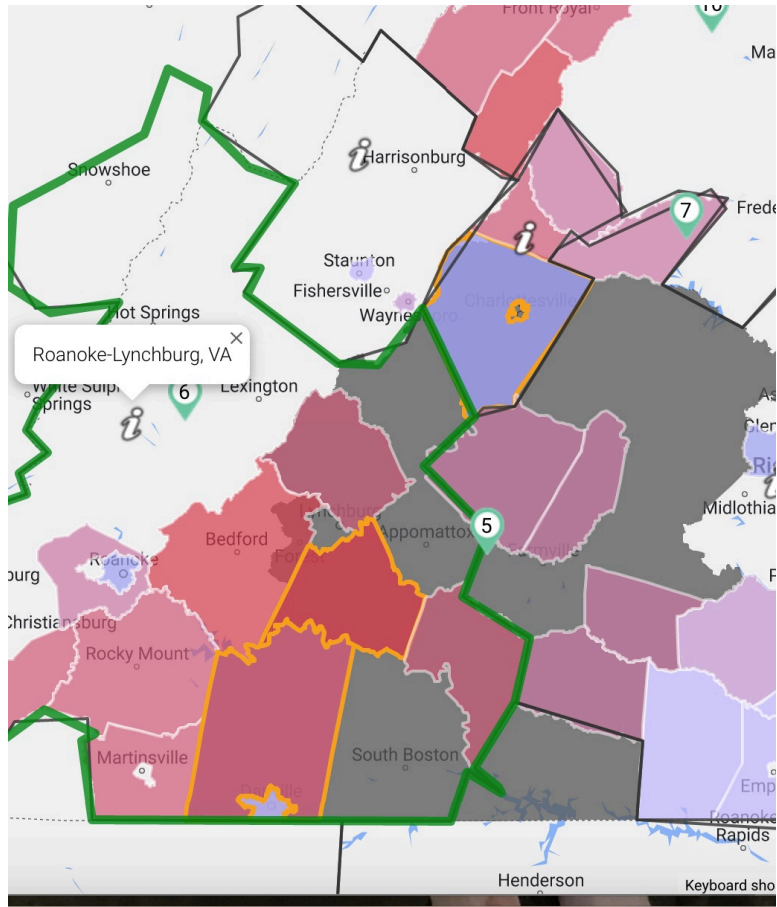
POLITICS	SUPPORT	OPPOSE	DON'T KNOW/REFUSE
Republican	67%	28%	5%
Lean Republican	78%	20%	3%
Independent	46%	50%	3%
Lean Democrat	18%	82%	-
Democrat	15%	85%	1%

AGE	SUPPORT	OPPOSE	DON'T KNOW/REFUSE
18-24	43%	55%	2%
25-34	52%	46%	2%
35-44	52%	44%	4%
45-54	44%	50%	6%
55+	38%	60%	2%

INCOME	SUPPORT	OPPOSE	DON'T KNOW/REFUSE
Under 25k	50%	42%	8%
25-50k	35%	63%	-
50-100k	46%	52%	2%
100k and up	41%	57%	2%

3. Where are our voters?





Roanoke-Lynchburg, Charlottesville

4. Campaign Strategy

-Appeals to Emotion

-Testimonials



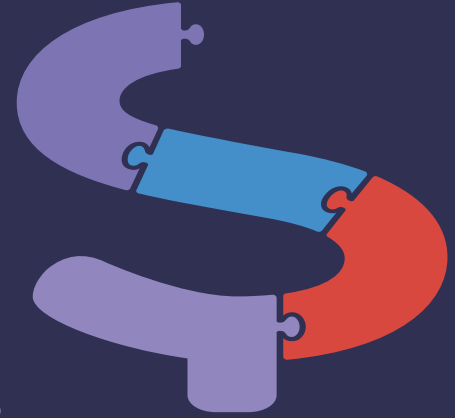
Virginia Parents Against Assault Rifles

- ▶ Testimonials & Appeals to Emotion
- ▶ Personal stories of Virginia families
- ▶ “Oppose” reduction of gun control
- ▶ Moderate message

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5. Media Buys



Charlottesville

Roanoke-Lynchburg

Richmond-
Petersburg

Direct Mail

2 Cycles

Moderate

Television

2 Cycles

Moderate

Social Media

2 Cycles

Moderate

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Final Projections

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Our Campaign Will:

- Influence 17,005 targeted voters in the 5th District
- Motivate large numbers of voters
- Provide return on investment - low cost per voter influenced (\$1.47)
- Meet contract goals of 15,000 and stay under budget



Media Market: Charlottesville, VA	Media: Direct Mail	Tone: Oppose Moderate	Advertising Cycles: 2		
Strong Republican 154 (0.91%)				People Influenced:	Media Buy Cost:
Lean Republican -480 (-1.27%)				3264	\$9,000.00
Independent -1545 (-2.48%)					Cost per Person:
Lean Democrat -515 (-1.3%)					\$2.76
Strong Democrat -878 (-2.74%)					

Media Market: Roanoke-Lynchburg, VA	Media: Television	Tone: Oppose Moderate	Advertising Cycles: 2		
Strong Republican 1456 (0.73%)				People Influenced:	Media Buy Cost:
Lean Republican -3334 (-1.16%)				14880	\$20,000.00
Independent -9760 (-2.26%)					Cost per Person:
Lean Democrat -1309 (-1.18%)					\$1.34
Strong Democrat -1933 (-2.49%)					

Media Market: Richmond-Petersburg, VA	Media: Social Media	Tone: Oppose Moderate	Advertising Cycles: 2		
Strong Republican 120 (0.07%)				People Influenced:	Media Buy Cost:
Lean Republican -476 (-0.11%)				2244	\$1,000.00
Independent -1410 (-0.22%)					Cost per Person:
Lean Democrat -288 (-0.12%)					\$0.45
Strong Democrat -190 (-0.24%)					

Totals:					
Strong Republican 1730 (0.45%)				People Influenced:	Campaign Cost:
Lean Republican -4290 (-0.58%)				20388	\$30,000.00
Independent -12715 (-1.12%)					Cost per Person:
Lean Democrat -2112 (-0.53%)					\$1.47
Strong Democrat -3001 (-1.6%)					

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Diagrams and infographics

