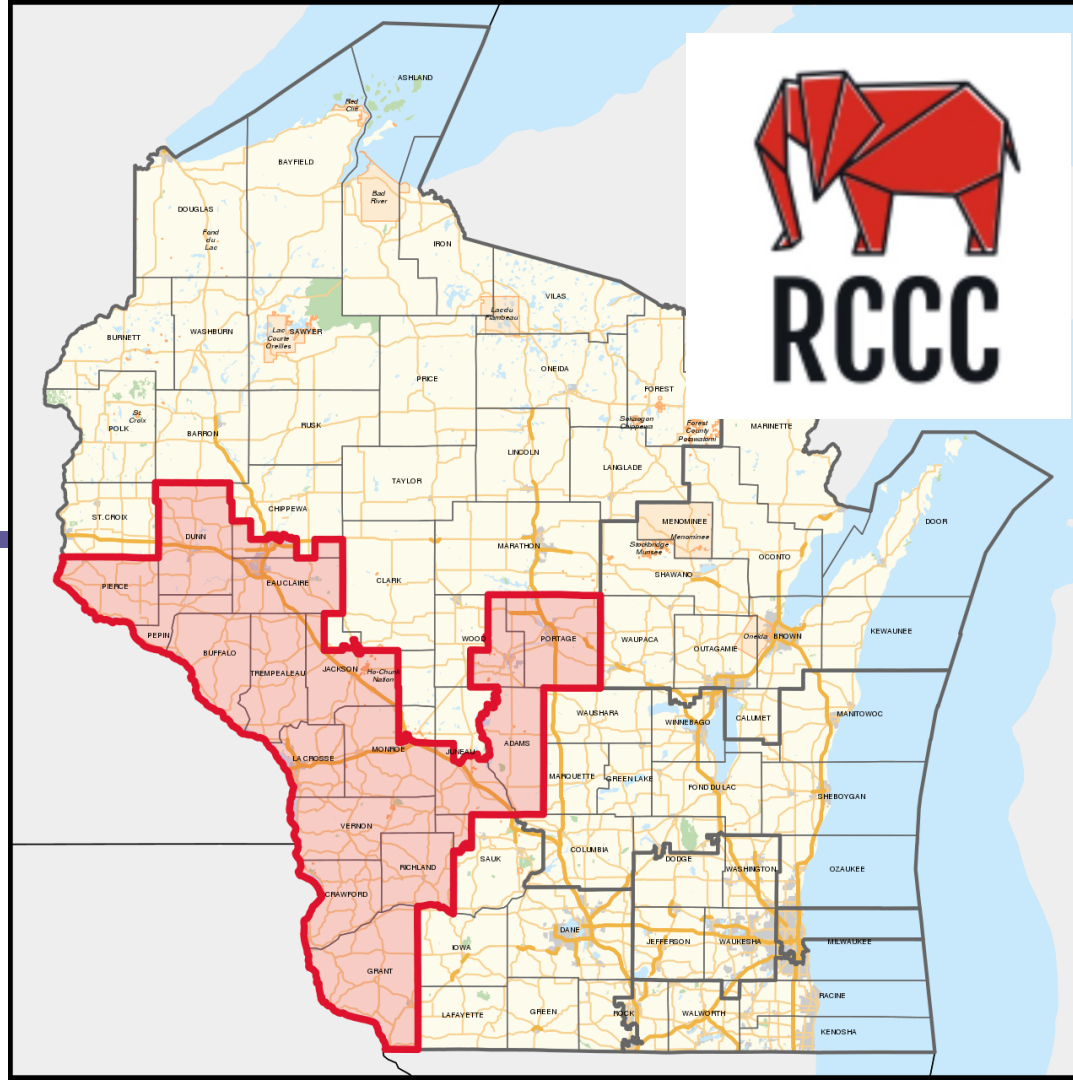


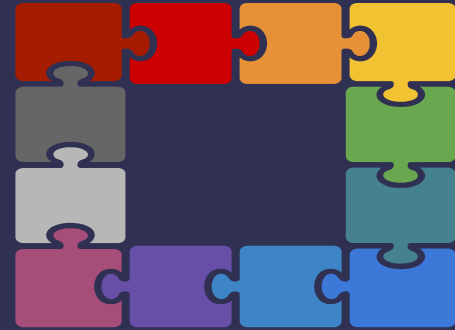


Our Rights! Wisconsin

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1.



Our Rights! Campaign

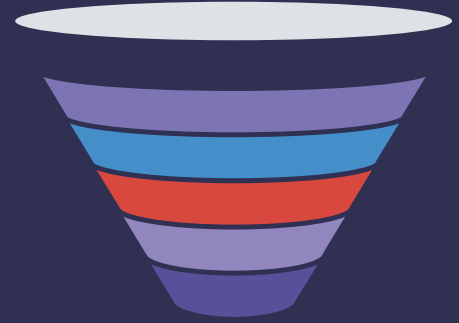
Our Rights; Our Families!



- ▶ Persuade 3rd District voters to **SUPPORT** conceal and carry
- ▶ Strong, positive message
- ▶ Republican Base voters

We will **EXCEED** our mobilization goal of 15,000 and get Doty Lafallit elected to congress!

2.



Target Audience

Target Groups

▷ White/Caucasian

▷ Age 18-44

▷ Annual income <\$40K



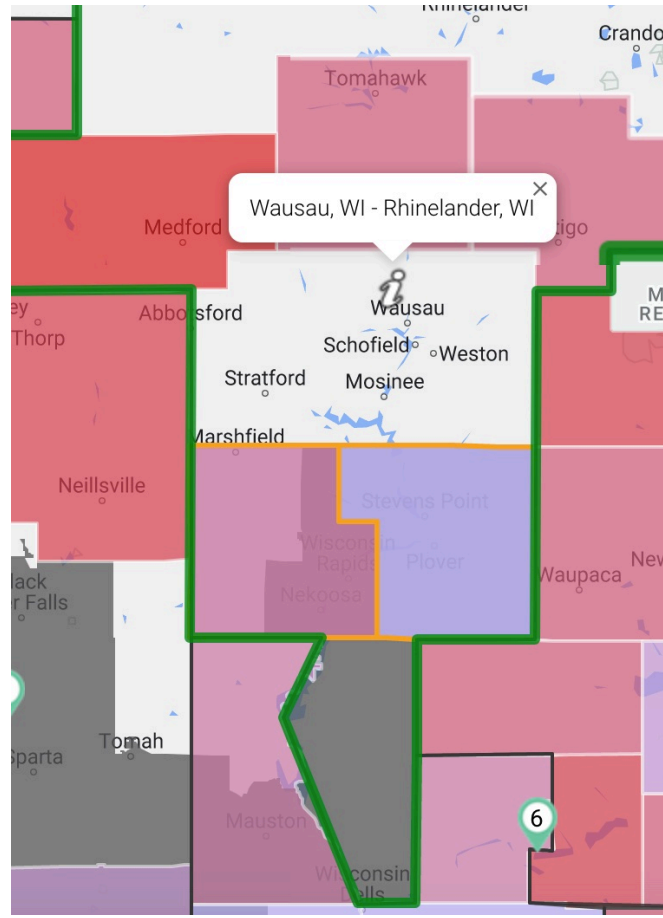
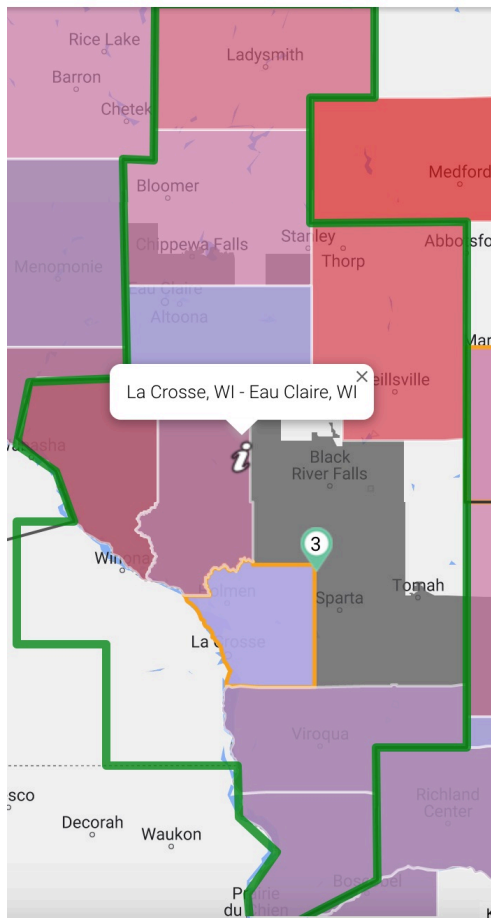
Race	Support	Oppose	Don't Know/Refuse
White	67%	28%	5%
Black	70%	30%	0%
Hispanic	81%	19%	0%
Other	81%	12%	7%

Age	Support	Oppose	Don't Know/Refuse
18-29	77%	10%	13%
30-44	81%	16%	2%
45-59	69%	25%	6%
60+	57%	39%	4%

Income	Support	Oppose	Don't Know/Refuse
Under 40k	76%	20%	4%
40-74K	64%	28%	8%
75k and up	68%	27%	5%



3. Where are our target voters?



La Crosse-Eau Claire, Wausau-Rhineland

4. Campaign Strategy

-Appeals to Emotion

-Testimonials

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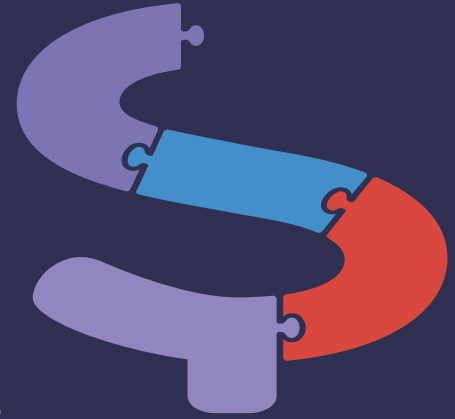
Our Rights!

- ▷ Tag line: Our Rights; Our Families
- ▷ “Support” access to guns
- ▷ Positive testimonials that focus on crime reduction, family & safety
- ▷ Candidate as protector of gun rights

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5. Media Buys



Wausau-Rhinelanders

La Crosse-Eau Claire

Minneapolis-St. Paul

Television

1 Cycle

Strong Positive

Television

2 Cycles

Strong Positive

Direct Mail

2 Cycles

Strong Positive

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Final Projections

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Our Campaign Will:

- Mobilize 16,767 targeted voters in the 3rd District
- Influence large numbers of voters
- Provide return on investment (low cost per voter influenced (\$3.36))
- Meet contract goals of 15,000 and stay under budget



Media Market: Wausau, WI - Rhinelander, WI	Media: Television	Tone: Support Strong Positive	Advertising Cycles: 1
Strong Republican 4115 (2.88%)	Lean Republican 1150 (1.43%)	Independent 252 (0.7%)	Lean Democrat -134 (-0.19%)
Strong Democrat -1511 (-1.47%)	People Influenced: 3872	Media Buy Cost: \$10,000.00	Cost per Person: \$2.58
Media Market: La Crosse, WI - Eau Claire, WI	Media: Television	Tone: Support Strong Positive	Advertising Cycles: 2
Strong Republican 4735 (4.01%)	Lean Republican 1863 (1.99%)	Independent 485 (0.99%)	Lean Democrat -165 (-0.21%)
Strong Democrat -2432 (-1.65%)	People Influenced: 4486	Media Buy Cost: \$20,000.00	Cost per Person: \$4.46
Media Market: Minneapolis, MN - St. Paul, MN	Media: Direct Mail	Tone: Support Strong Positive	Advertising Cycles: 2
Strong Republican 3805 (4.25%)	Lean Republican 1099 (2.11%)	Independent 301 (1.04%)	Lean Democrat -117 (-0.27%)
Strong Democrat -1529 (-2.12%)	People Influenced: 3559	Media Buy Cost: \$10,000.00	Cost per Person: \$2.81
Totals:			
Strong Republican 12655 (3.61%)	Lean Republican 4112 (1.82%)	Independent 1038 (0.94%)	Lean Democrat -416 (-0.21%)
Strong Democrat -5472 (-1.7%)	People Influenced: 11917	Campaign Cost: \$40,000.00	Cost per Person: \$3.36

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Diagrams and infographics

