



Imagine the excitement and energy of a volunteer phone bank coupled with the cutting-edge technology and rigorous discipline of a large call center... that's CampaignHQ.

CampaignHQ finds passionate people and trains them to communicate your message and produce amazing results.



*"If you are looking for a firm with creative solutions to achieve your goals, then I wholeheartedly recommend CampaignHQ. Their suggestions for how to build our membership resulted in reaching our quarterly goal in less than two weeks and established the momentum for AFP Iowa to block a major tax hike. "*

Mark Lucas, Americans for Prosperity

## Company Information

Since 1999, CampaignHQ has delivered millions of effective telephone fundraising, voter ID, persuasion, advocacy, patch through, and GOTV calls for winning campaigns and conservative organizations. CampaignHQ has been recognized by the American Association of Political Consultants (AAPC) with Pollie Awards including: Live Patch Through Calling, Best Use of Robocall, Best Use of Telephone Fundraising, and Best Use of Event Fundraising. We were the Campaigns & Elections Reed Award winner for the best live phone call in America.

**CampaignHQ President Nicole Schlinger** was recently recognized by Campaigns & Elections Magazine as one of the 500 Most Influential political consultants in America. Her innovative use of telephone fundraising and advocacy techniques have resulted in conservative victories at the local, state, and national level.

**Chad Foster**, Vice President, leads our call center operations. He has over 16 years of experience in the call center industry, with twelve of those here at CampaignHQ. His enthusiastic approach to recruitment, training, and employee morale makes our firm a very special place to work. ,

Campaign Director **Marlys Popma** served on the Presidential campaigns of Phil Gramm, Gary Bauer, and John McCain, and served twice as Executive Director of the Republican Party of Iowa. She has decades of expertise in grassroots activism and has built non-profit groups from the ground up.

**Paul Brown** serves as the Chief Information Officer and joined CampaignHQ in 2011. Paul has created all of the custom software and reporting tools utilized throughout the company.

**Ken Tracy** is a ten year industry veteran who joined our team in 2016 as our Director of Operations. He has spent the past decade working with various fundraising firms across the Midwest and Utah. He has experience with political and nonprofit clients supported by inbound and outbound fundraising.



Organization Director **Melissa Gesing** has more than a decade of experience on the frontlines of grassroots activism. Melissa's specialty is delivering your results on time, on budget, and exceeding your expectations. Melissa ensures that company operations run smoothly and schedules our projects each day. In her free time, Melissa is the President of the Iowa Federation of Republican Women.

Campaign Specialist **Kendall Cotton** is to the team in 2016. Kendall is a recent graduate of Montana State University where he received a bachelor's degree in Political Science. After finding a passion for helping others in high school, Kendall has spent over five years leading conservative statewide campaigns and grassroots organizations.

## Live Calls

After a careful interview and selection process, our Campaign Representatives receive one-on-one training, monitoring, and weekly evaluations. We honor and reward them with raises, bonuses, prizes, promotions, and recognition. Our average tenure is just over two years.

To see our amazing team in action, visit our Facebook page and check out our weekly "Employee Spotlight."



*"My favorite part of working at CampaignHQ is talking to people all over America about fixing the problems in our country."*

David Johnson, CampaignHQ Campaign Representative

## How We Operate

At CampaignHQ, our cutting-edge live dialing system allows us to set up complex campaigns with scripts that flow seamlessly based on the voter's response to each question. Your campaign can be set up quickly and changed as needed. Caller ID's are customized to your area to increase voter participation.

You will receive a report each day from our Data Management team with results from the previous day's program. Data may be returned to you daily, weekly, or at the conclusion of the program.

Our uniquely scalable model provides you a nearly unlimited capacity, on short notice, at the competitive prices you expect, while maintaining that special attention to detail and quality you expect from CampaignHQ.

## Voter Identification and Advocacy

Advocacy calls made by a persistent, knowledgeable campaign representative can convince voters and provide the margin of victory. With almost half of the ballots in the country being cast before Election Day, this effort must start earlier and gather more accurate information than ever before.



## Get Out The Vote (GOTV)

Once your supporters are identified, the next step is a robust GOTV operation. We can begin this effort while volunteers are still out in the field signing up supporters and continue until the last ballot is cast on Election Day. Our campaign representatives deliver your message with a volunteer's level of passion and enthusiasm on your specific parameters.



*"When my client needed to deliver a complex message in an understandable way, I turned to CampaignHQ. My client was so pleased with the initial results, they increased the budget nearly tenfold to over 2 million calls. CampaignHQ scaled up quickly to meet and exceed the need, and maintained a high standard of quality throughout. "*

– Chris Faulkner, Chief of Staff, Gridiron Communications

## Telephone Petition Drive

When you need to quickly build membership or support for your issue, nothing beats a telephone petition drive! Our well trained CampaignHQ representatives call targeted voters, explain your cause, and ask the voter to add his/her name to your petition. Each signer is asked for an email address and to volunteer for your organization. Each day, you receive a list of newly recruited, enthusiastic supporters to immediately plug into your grassroots efforts. You can use mobilize these new supporters to attend meetings, send letters to the editor or contact a congressman or governor. The possibilities are endless!

## LetterSTORM

CampaignHQ is more than a call center...we're an innovator in the field of telephone advocacy. LetterSTORM is our newest service and is already making huge waves for some of the nation's biggest conservative organizations. LetterSTORM is a pairing of grassroots activism and our relentless drive to hold politicians' feet to the fire. The process is simple: We call high affinity constituents, inform them about your issue, and offer them the chance to have a letter sent to their representative, senator, or governor on their behalf. The result is incredibly powerful advocacy.

## Patch Through Calls

Nothing motivates a politician quite as much as a concerned call from a constituent. PT calls capitalize on this by providing an effortless entryway for citizens to reach their representatives. We inform a targeted list of citizens about the issue at hand and connect them directly to the offices of their elected officials. If you need something to pass (or fail) in the legislature, patch-through calls are for you.

## Fundraising

With a powerful person-to-person connection, telephone fundraising is a proven effective way to recruit new donors, renew lapsed donors, and turn activists into contributors. Our all-inclusive, no-nonsense pricing includes



all of the services involved in your telephone fundraising campaign from start to finish ... including writing your script, making the phone calls, daily progress reports, and fulfillment mail.



*"If you want a true partner who will fight alongside you for freedom and liberty, then you need the team at CampaignHQ."*

– Jenny Beth Martin, Co-Founder, Tea Party Patriots

## Automated Calls

Automated calls are the fastest, most affordable way to deliver a message to a large audience. We bring the same level of passion and enthusiasm to our automated calls that you will come to expect from our live call center. We will help you refine your script to deliver the most succinct, powerful message and one of our campaign representatives can even professionally record your message at no extra cost. You'll get fast reporting and a complete return of your call data.

CampaignHQ is proud to be the winner of a 2013 AAPC Pollie Award for automated calls.

We are committed to strict FCC and election law compliance.

- Every list is scrubbed for mobile phones, free of charge.
- Our dialing platform is programmed never to dial after 9:00 p.m. local time.
- Our dialing platform is registered in states that require it, and our team provides advance notice to state agencies prior to dialing.

## Automated ID

Automated ID calls are an ideal way to quickly gain useful information on voters willing to use the medium. They can be done for almost any occasion and are an efficient way to make a calls to any number of your supporters big or small.



*"After several other vendors said they couldn't help, CampaignHQ agreed to take on my project in the closing hours before Election Day. My candidate won by 80 votes. We've been working with the CampaignHQ team ever since."*

Matt– Miltenberger, Campaign Manager, Pete Ricketts for Governor (NE)



For large volume campaigns, CampaignHQ has pioneered a unique process of carefully scheduled re-dials to increase the number of Q1 answers to anywhere from 15-25% of your universe. In this “Cost Per Opinion” model, you only pay for actual survey responses. Our method includes dialing at different times of the day, different days of the week, and making multiple attempts to each households who may initially refuse to participate. We have seen clients reduce their overall cost per data point on Q1 by up to 50%.

Since most campaigns will eventually place live ID calls to households who don't participate in automated ID, you save even more by reducing the size of your live ID universe.

## Telephone Townhall

Telephone Townhall meetings are a powerful, effective means of communication with thousands of potential supporters. You can share your mission, introduce special guests, take questions from participants, poll your audience to gather critical data, and collect email addresses and contributions with live operator transfers. We dial out to your supporters, introduce your speakers, and then work through a highly scripted event for maximum efficiency during your townhall experience.

We go above and beyond other companies when it comes to telephone townhall preparation. We put intensive training and practice into townhall projects that we handle. Rest assured your event is in good hands!

## Conclusion

At CampaignHQ we're more than just a conservative call center. We are a family who takes care of each other and takes pride in every call we make. Our goal is to do much more than simply dial the phone. We want to be a trusted member of your team: a partner in achieving your victory.

So the next time you need an important message delivered well, let us treat you to our legendary customer service. We're the best conservative call center in America...We'll treat you like family!



*"I've made my career here doing great work for true conservatives across the country. I'm proud to call CampaignHQ my home. It's not a job, it's a family!"*

Staci Kriegel, Call Floor Supervisor