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## [Memo] Our Special Election Strategy

Colleen Martin [info@danmccready.com]

**Sent:** Thursday, June 13, 2019 1:58 PM  
**To:** [Steve Johnston](#)



**To:** Steve Johnston  
**From:** Colleen Martin, Campaign Manager  
**Re:** McCready for Congress Special Election Strategy Memo  
**Action:** [Donate for the first time here](#)

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Election Day is less than 90 days away, and we want to make sure our top supporters understand our game plan for this special election. I'm sharing the campaign strategy memo below exclusively to make sure you understand the challenges we face and what it's going to take for us to win. It's a long email, but I hope you'll take the time to read it.

### STATE OF THE RACE

This is going to be a tough race. Donald Trump won the district by 12 points in 2016. In 2018, before our new race was called due to Republican election fraud, the margin was just 905 votes. Right now, polls show that this race is within the margin of error.

### PATH TO VICTORY

Special elections in an off-year can be difficult. To win, we have to accomplish two major goals. First, we need to turn out as many Democrats as possible. We want to set a new record for Democratic turnout.

We also need to win over "swing" voters. Because of Republican gerrymandering, our district is too red for turnout alone to win the race. There are a lot of independent and persuadable Republican voters here who share our values. They trust Dan and know he will focus on the issues that matter most to North Carolina families, like lowering healthcare and prescription drug costs and strengthening public education.

### OUR PLAN

To hit these goals, we need a major field operation knocking doors and making phone calls. Research shows that one-on-one conversations are one of the best methods for persuading and turning out voters. So we're building a large-scale field operation across the eight counties in the district. We've already opened up six campaign offices where volunteers are working every week. [You can help us fund that effort here.](#)

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We won't rely on field alone though. We're going to make sure voters hear Dan's message everywhere. We've launched digital ads on social media, YouTube, and across the web, and we have our first TV ad that we're trying to keep on the air. That's just the start. We're going to continue releasing new ads and tapping into new channels to share our message of putting country over party and fighting for people, not special interests. [Your contribution today would go a long way toward funding that effort.](#)

### NEXT STEPS AND YOUR ROLE

Dan cannot win this alone. This challenge is bigger than any one of us, and we all have a role to play (and sometimes more than one!). Whether it's knocking doors or being a recurring donor, whatever you can do to support our team is important.

As we continue to ramp up our operation, our costs go up. We're making budget decisions every day, and we watch these numbers closely to decide how many staffers we can hire, how many ads we can launch. All of that ultimately determine how many voters we can reach and get to the polls.

[If you can, please make your first donation to our campaign today. We'll put it to work immediately in our effort to win this seat. I would not ask if it wasn't important.](#)

Thank you again for being part of this team. Your support means the world to Dan and all of Team McCready. We know that none of this is possible without you. When we win on Election Day, it will be thanks to folks like you stepping up today to help our campaign.

All my best,

Colleen Martin  
Campaign Manager

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**DONATE**

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