Using Digital Tactics to Drive VOTE BY MAIL Enrollment and Turnout

Our **vote-by-mail digital ad program** can either run as a stand alone program or in conjunction with other VBM (vote-by-mail) efforts. These programs serve three goals:

1. Increase participation: vote-by-mail outreach to low propensity/high opportunity voters

2. Safeguard against turnout drop-off: vote-by-mail outreach to sporadic or in-person only voters

3. Remind and alert: people on the permanent absentee list that they will be mailed a ballot

We accomplish these goals by 1:1 matching to a list of VBM targets and messaging them according to where they are in the VBM process. We remind people who have requested a ballot to return it and continuously scrub those people who have returned their ballots already. We can host the link on a landing page (see example) so we can track who has downloaded the application. Once their ballot has been returned they are no longer served digital ads.

| Low propensity or sporadic voters | Match to all devices | Locate | Serve enrollment link to connected devices |

VBM DIGITAL ENROLLMENT PROCESS

In conjunction with your program's leadership team, BattleAxe will source a list of targets to convert to vote-by-mail voters. We will match this list to individual device identifiers and serve ads on a landing page with a VBM application link. We can also email someone their application and follow-up with them via email if they have not completed the process. We will remove people as the convert.

| People who have been mailed an application | Match | Locate | Serve reminder ads to connected devices |
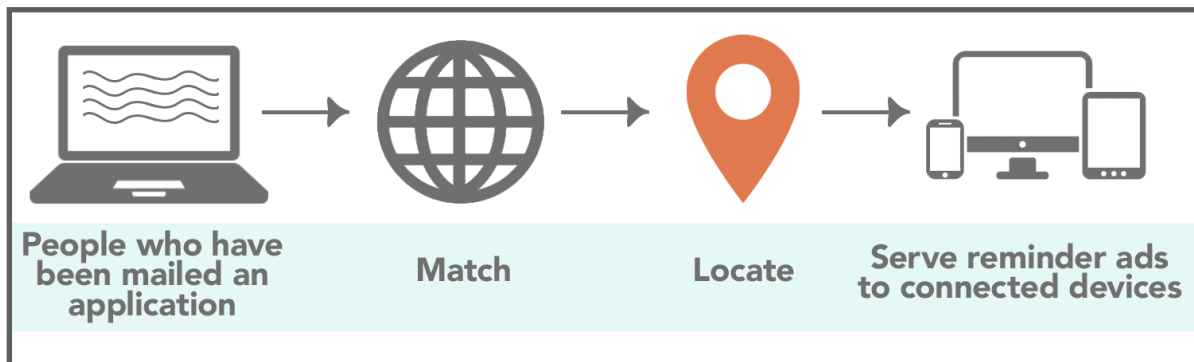
VBM DIGITAL TURNOUT PROCESS

Targeting ONLY the people who have been mailed a ballot by the county clerk, we will serve reminder ads to those targets until they have voted. As individuals vote, they will be removed from our target list in order to maximize resources. If they signed up through our landing page then we can also email them a reminder to vote, and additional messaging as well.

There are two ways to get your vote by mail ballot:

You can either download it below or we can e-mail it to you to fill out at a later date.

REQUEST BALLOT TODAY

Name *

First Name

Last Name

Zip Code