

CASE STUDY: FLIPPING THE MICHIGAN HOUSE

*A 2024 Victory Through
Precision Targeting*



**MAJORITY
STRATEGIES**

POLITICS & PUBLIC AFFAIRS



The Problem

The political landscape ahead of the 2024 general election presented a challenge for Republican candidates vying for seats in the Michigan House of Representatives. Shifting voter demographics and a competitive political environment put several key districts at risk. The caucus needed help identifying and reaching the right voter audiences to overcome Democrat turnout advantages, especially in swing districts that were crucial to Republicans not losing ground in the House.

The Goal

The Majority Strategies team needed to develop a data-driven voter contact plan to target high-impact audiences and maximize turnout of persuadable voters in targeted House districts. That would need to include both protecting top-targeted Republican incumbents’ districts as well as defeating top-targeted Democrat incumbents.

The Plan of Action

Working with the House Republican Campaign Committee, the Michigan Republican Party, and other stakeholders, Majority Strategies developed custom, targeted audiences for persuasion, swing audiences, and Republican GOTV audiences that were unique to each district.

That ensured we were well-positioned to tailor the messaging to each candidate and district, telling their unique story in an emotionally impactful and memorable way. The Majority Strategies team helped create a branded messaging theme for each candidate to best tell their story to the audience we were targeting.







The Details

Majority Strategies wrote, designed, printed, and delivered nearly 856,000 direct mail pieces for Michigan House Republicans, with every wave of mail being tracked and delivery confirmed.

Digital advertising, including social media advertising and video content, was made to look and feel like the direct mail being produced in these targeted districts. This repetition of message and coordinated approach helped create recognizable “brands” for voters to engage with and experience across multiple different platforms.

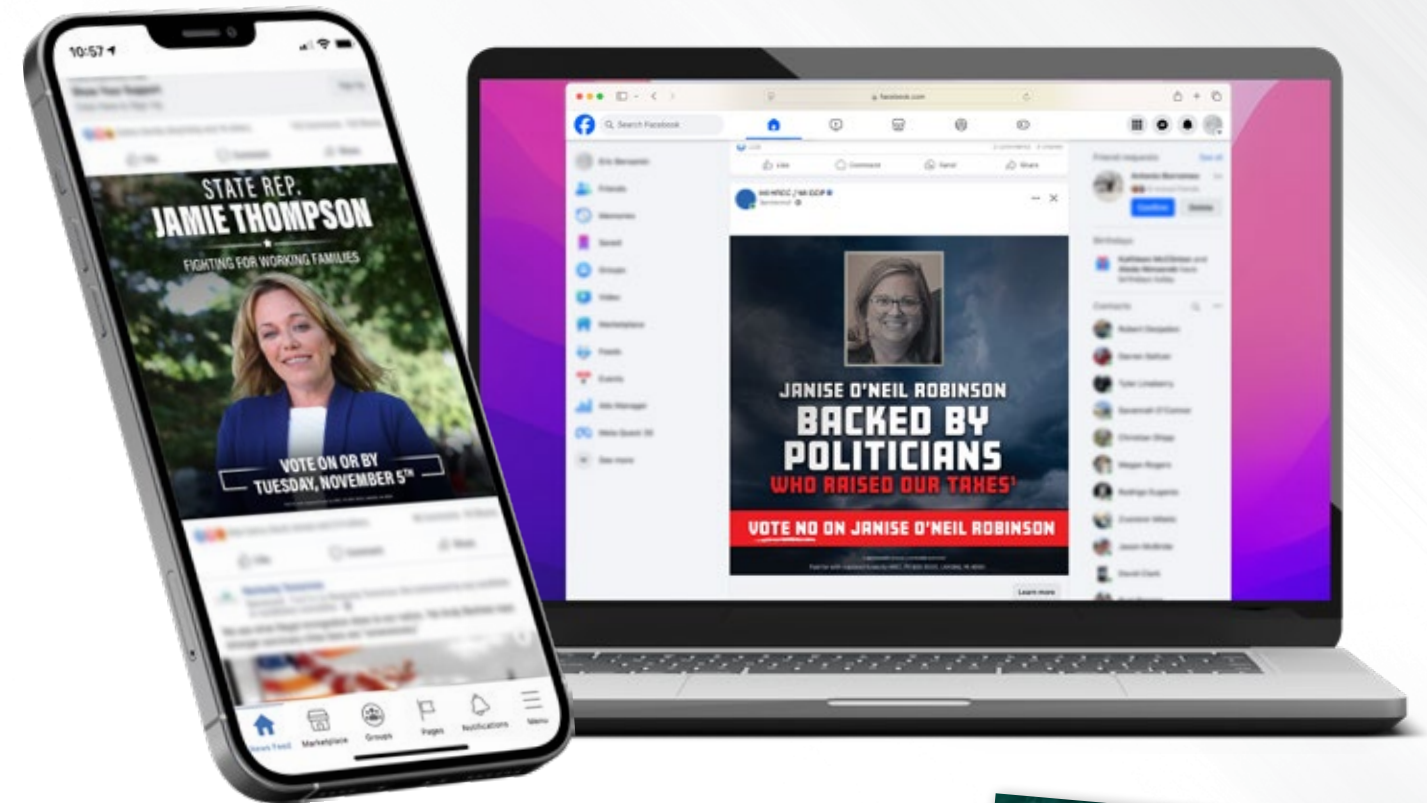
The Majority Strategies creative and production teams created over 100 different pieces of content for the digital placement operation alone.

BY THE NUMBERS

	Targeted Districts	8
	Victories	7
	Unique Pieces of Direct Mail Created	62
	Pieces of Direct Mail Delivered	855,960
	Unique Digital Ads Created	56
	Unique Videos Produced	24

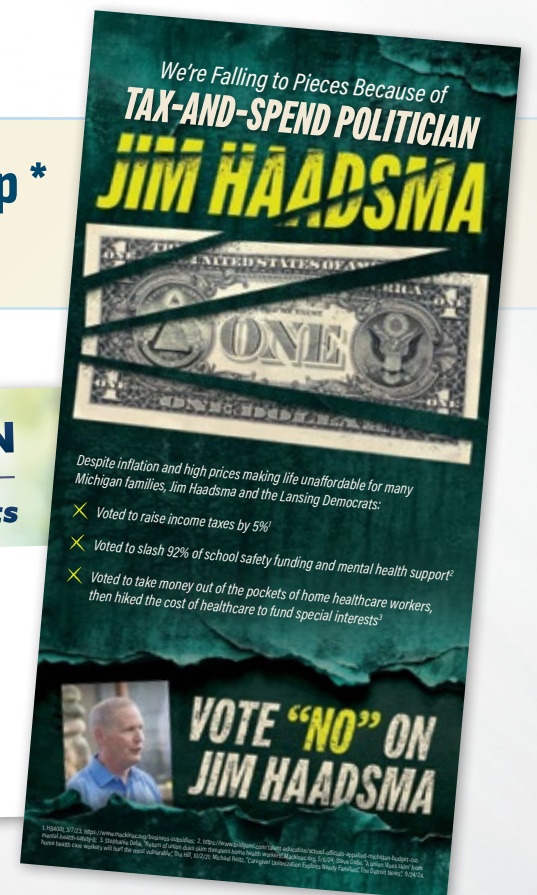
HD28 Jamie Thompson – Incumbent GOP Victory

Five videos produced, 14 social/display graphics, one text graphic



HD44 Steve Frisbie – GOP Victory * Flip *

19 mail pieces to GOP GOTV and Swing voters



HD46 Kathy Schmaltz – Incumbent GOP Victory

Six videos produced, 11 social/display graphics, one text graphic



HD55 Mark Tisdel – Incumbent GOP Victory

18 mail pieces to GOP GOTV and Swing voters
Six videos produced, 13 social/display graphics



HD54 Donni Steele – Incumbent GOP Victory

17 mail pieces to GOP GOTV and Swing voters
Five videos produced, 11 social/display graphics



HD57 Tom Kuhn – Incumbent GOP Victory

Two videos produced, seven social/display graphics, one text graphic



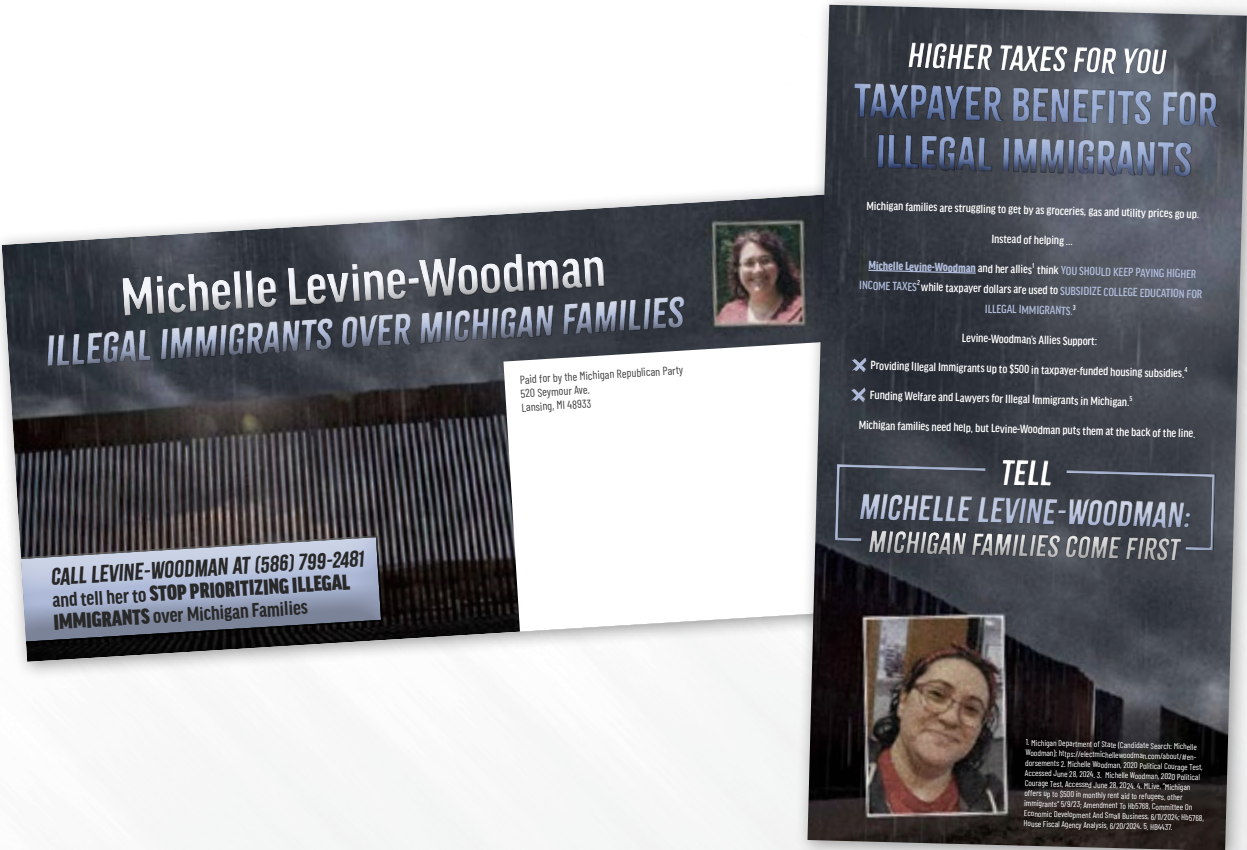
HD62 Alicia St. Germaine – Incumbent GOP Victory

Two mail pieces to GOP GOTV voters



HD61 Robert Wojtowicz – Democrat Incumbent Victory, 700 vote margin

Six mail pieces to GOP GOTV and Swing voters



THE RESULTS

Republicans successfully took back the Michigan House majority – the only legislative chamber to flip from Democrat to Republican control in 2024.

Looking at the five targeted districts where the Majority Strategies team created and delivered direct mail, a total of 145,815 voters were reached with a combination of turnout and issue-based messaging. Of those five districts, the Republican candidate won in four, including the defeat of the Democrat incumbent in HD44.

Of the 145,815 voters targeted across these five districts with direct mail, 65.9% (96,133) turned out in the 2024 general election. **All five targeted districts saw the Republican candidates improve on their 2022 general election results**, and 11,471 voters cast their ballot in the 2024 election when they hadn't voted in the 2020 general election, despite being registered to vote at that time.

2022 v. 2024				
District	2022 Margin	2024 Margin	Vote Shift	% Shift
HD44	-1,376 (-4.5%)	79 (0.2%)	1,455	4.7%
HD54	1,048 (2.3%)	2,661 (4.8%)	1,613	2.5%
HD55	1,609 (3.6%)	4,033 (7.5%)	2,424	3.9%
HD61	-1,567 (-4.1%)	-721 (-1.4%)	846	2.6%
HD62	2,756 (6.8%)	6,155 (12%)	3,399	5.1%

Target Voter Performance					
District	Total Targets	Total Voted	Turnout %	Did Not Vote '22	Did Not Vote '20
TOTAL	145,815	95,133	65.9%	29,979	11,471
HD44	37,721	21,429	56.8%	7,750	3,441
HD54	28,872	20,453	70.8%	5,240	1,865
HD55	28,239	20,212	71.6%	5,066	1,731
HD61	33,907	21,604	63.7%	7,762	3,032
HD62	17,076	12,435	72.8%	4,161	1,402

HD44 – GOP Candidate Defeats the Democrat Incumbent

3,441 targeted voters turned out who did not vote in the 2020 general election. Those target voters in HD44 who turned out are greater than both the 2024 margin of victory (79 votes) and the overall vote shift from 2022 (1,455 votes).

HD61 – GOP Candidate Lost to Democrat Incumbent

Despite the loss, the vote margin shrank to 2.6% or 846 votes. Of the targeted voters in HD61, 3,032 did not turn out in the 2020 general election, likely helping improve the Republican candidate's performance in 2024.

KEY TAKEAWAYS

A historic partnership between Majority Strategies, the House Republican Campaign Committee, the Michigan Republican Party, and Michigan Freedom Fund created one cohesive team focused on one clear goal — winning.

That partnership included a seasoned and resourceful Majority Strategies creative and fulfillment team who were successful in managing, writing, designing, and producing the creative that made the difference.

By starting the creative process early, strong relationships were formed between all partners that ensured everyone remained on the same page regarding messaging, race dynamics, and timing.

***Michigan House flips to Republicans:
Here's how they did it***

bridgemi.com, 11/26/24

***Republicans Defy Expectations,
Flip Michigan House of Representatives
Despite Being Outspent Over 4:1***

rslc.gop, 11/7/24

***Michigan House flips Republican,
ending trifecta of Democratic control***

aol.com, 11/7/24

***Republicans claim to win back
Michigan House majority***

detroitnews.com, 11/5/24

***Republicans, Democrats
react to Michigan House of
Representatives flip***

wwmt.com, 11/12/24

***Republicans celebrate
taking back majority
in Michigan House***

michiganadvance.com, 1/8/25

***Michigan lawmakers
kick off new session with
tipped wages, transparency***

freep.com, 1/9/25





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