

CASE STUDY: VICTORY IN PURPLE

*A Winning Sheriff's
Race in One of
America's Fastest
Growing Counties*



**MAJORITY
STRATEGIES**

POLITICS & PUBLIC AFFAIRS





The Problem

Our client, Anthony Hipolito for Sheriff, was running for an open seat in a very purple county, one of the fastest growing counties in the nation, that had Republicans fighting a losing battle based solely on the vote history of expected voters.

The Goal

We needed to craft a strategic voter contact plan that 1) solidified Hipolito's base and shored up the middle ground and 2) targeted undecideds who could be motivated by top-of-mind issues and Hipolito's positions.

We needed to flood the zone.

The Plan of Action

We crafted a combined digital and direct mail plan that coordinated messages to targeted audiences whenever possible to maximize the budget and gain traction. The campaign emphasized that messaging by using the same direct mail and digital art as organic content on their social media channels and texting campaigns.

The Details

Majority Strategies targeted over 99,000 unique voters in Hays County.

The final plan included three individual flights of digital advertising that began with introducing Hipolito, moved on to issue messaging, and finished with getting out the vote.

Eight total mail pieces were produced for the larger swing universe and several smaller, more targeted audiences, including border security voters, female voters, and those with children in the household. A doorhanger was also created, both in Spanish and English, for the campaign's door-to-door efforts.



TARGETED MAIL PIECE

"PROTECT OUR BORDER"



ANTHONY HIPOLITO
READY TO PROTECT OUR SOUTHERN BORDER

From curbing crime in Hays County...
...To stopping the flood of illegal immigrants

Anthony Hipolito is ready to get to work.

Pd Pol Ad Hipolito for Sheriff
PO Box 361
Dripping Springs, TX 78620

★ HIPOLITOFORSHERIFF.COM ★

EARLY VOTING:
OCTOBER 21ST – NOVEMBER 1ST

GENERAL ELECTION:
TUESDAY, NOVEMBER 5TH

HAYS COUNTY SHERIFF CANDIDATE COMPARISON

Police Academy 1998 - 2005 93rd Cadet Class, Oct 1998 Assigned to Austin Police Dept (APD)	Mounted/Downtown Patrol 2005 - 2009 Promoted to Corporal Patrol Corporal, 2009 - 2011	Internal Affairs 2014 - 2021 On-call PIO, 2014 - 2017 Organized Crime/Criminal Interdiction On-call PIO, 2017 - 2021	Retired from Austin PD July 2021 - served 23 years Completed Field Training Program Patrol Deputy, Sep 2021 - Apr 2022 Hays County Sheriff's Office Community Outreach Division Hays County Sheriff's Office, 2022 - Present Earned Corrections Officer Certification
Patrol Officer Evening Shift, Responded to 911 Calls and Traffic Enforcement, 1998 - 2001	Public Information Officer Earned Listening Award, 2011 - 2013 Promoted to Sergeant Patrol Supervisor, On-call PIO, 2013 - 2014	Executive Protection Patrol Supervisor, 2010 - 2021 Site Counterpoint Responsible for 200+ ppl	Total Officer Service Time ~26 yrs
Bike Patrol 2001 - 2003			
Street Response Undercover Work, 2003 - 2005			

Austin is the 10th Largest City in America - Population >1 Million

VILLALOBOS

VS

ANTHONY HIPOLITO FOR SHERIFF

NOV 5, 2024
Election Day

RESIGNED due to being under investigation by Texas Rangers.

RESIGNED to avoid termination after repeated instances of unethical conduct and providing false information.

RESIGNED not eligible for rehire.

PERMANENTLY DISQUALIFIED him from being hired by Austin PD, Westlake PD, DPS, Travis County Precinct 3 Constable's Office, and Hays County Precinct 2 Constable's Office. If applied today at Hays County Sheriff's Office, he would NOT be hired due to disqualification from the listed law enforcement agencies.

Rec'd: Issues information received through Texas Public Information Act upon records request and publicly available resources.

TARGETED MAIL PIECE

"A STRONGER HAYS COUNTY"



ANTHONY HIPOLITO
PUTTING OUR SAFETY FIRST

ANTHONY HIPOLITO FOR SHERIFF

Vote Absentee!
Applications for absentee ballots must be received by October 25th and ballots must be returned by November 6th

Vote Early!
October 21st – November 1st

Election Day:
Tuesday, November 5th

HipolitoForSheriff.com

"My highest priority as your next Sheriff is to guard public safety. Knowing that this job will be different every day, I will make sure to prioritize the issues that are most important to our community." — Anthony

Pd Pol Ad Hipolito for Sheriff
PO Box 361
Dripping Springs, TX 78620

ANTHONY HIPOLITO
A Safer Hays County Is a Stronger Hays County

Protecting Our Families
With Anthony Hipolito, the sheriff's office will be effective, proactive, and tough on crime.

Fostering Trust
Anthony Hipolito puts integrity and accountability first because earning the community's trust is essential to keeping us safe.

Upholding Community Values
Anthony Hipolito has deep roots in Hays County — he's one of us. He loves engaging with folks here and keeping the peace.

Launching Youth Initiatives
Anthony Hipolito knows that when we support programs that help young people grow, we make our community strong and safer.

Preparing for the Unexpected
From emergencies to economic instability, Anthony Hipolito will equip the sheriff's office to handle anything.

Vote Absentee!
Applications for absentee ballots must be received by October 25th and ballots must be returned by November 6th

Vote Early!
October 21st – November 1st

Election Day:
Tuesday, November 5th

ANTHONY HIPOLITO FOR SHERIFF

HipolitoForSheriff.com

TARGETED MAIL PIECE

"ENDORSED BY OUR LOCAL LEADERS"



GET OUT & VOTE ANTHONY HIPOLITO FOR HAYS COUNTY SHERIFF

VOTE EARLY!
OCTOBER 21ST – NOVEMBER 1ST

ELECTION DAY:
TUESDAY, NOVEMBER 5TH

Pd Pol Ad Hipolito for Sheriff
P.O. Box 361
Dripping Springs, TX 78620

★ HIPOLITOFORSHERIFF.COM ★

VOTE ANTHONY HIPOLITO FOR HAYS COUNTY SHERIFF

ENDORSED BY OUR LOCAL LEADERS

Our community leaders trust Anthony Hipolito ... And so can you.

VOTE EARLY!
OCTOBER 21ST – NOVEMBER 1ST

ELECTION DAY:
TUESDAY, NOVEMBER 5TH

★ HIPOLITOFORSHERIFF.COM ★

Gary Cutler
Hays County Sheriff

Don Montague
Precinct 3 Constable
Retired Hays County Sheriff

Ron Hood
Hays County Precinct 4 Constable

John Ellen
Hays County Precinct 5 Constable

David Peterson (Democrat)
Hays County Precinct 1 Constable

Greg Hamilton (Democrat)
Retired Travis County Sheriff

Ely Reyes
City of Cedar Hill Police Chief

Alice Flores
Comal County Precinct 4 Constable Elect

Monica Davidson
Buda City Council Member

Daneta Parsley
Kyle City Council Member

Matthew Mendoza
San Marcos City Council Member

Combined Law Enforcement Associations of Texas PAC

Austin Police Association PAC

Austin Police Retired Officers Association

Travis County Sheriff's Office Officers Association

Hays County Law Enforcement Association

San Marcos Police Officers Association

Kyle Police Officers Association

Buda Police Officers Association

TARGETED MAIL PIECE

“READY TO SERVE”

ELECT

ANTHONY HIPOLITO
FOR SHERIFF★

RELIABLE. RELATABLE. READY TO SERVE.

WORK WITH SCHOOLS & POLICE
Anthony will collaborate with every local law enforcement agency to keep us safe. He will work closely with Hays County Schools to bring awareness about the fentanyl crisis and improve school safety measures.

PRIORITIZE PUBLIC SAFETY
We all want to feel safe in our community, and part of that is knowing the police will be there quickly if there is an emergency. That's why Anthony is focused on making sure the Sheriff's Office has enough deputies on patrol to meet our needs.

BUILD A SENSE OF COMMUNITY
Anthony wants to make sure there is a strong, transparent, trustworthy relationship between the residents of Hays County and the Sheriff's Office. He'll focus on the culture in the Sheriff's Office, recruitment, training, and growing the Citizen's Sheriff's Academy.

★ Committed to our Community
★ Character that Counts
★ Ready to Serve
★ Over 25 Years of Active Law Enforcement

ANTHONY HIPOLITO
FOR SHERIFF★

HIPOLITOFORSHERIFF.COM

SHERIFF

Pd Pol Ad Anthony Hipolito for Hays County Sheriff

ELIJA A

ANTHONY HIPOLITO
FOR SHERIFF★

FIABLE. CONFIABLE. LISTO PARA SERVIR.

★ **TRABAJAR CON LAS ESCUELAS Y LA POLICÍA**
Anthony colaborará para mantenernos seguros con todas las agencias locales de la ley. Trabaja estrechamente con las Escuelas del Condado de Hays para crear conciencia sobre la crisis del fentanilo y mejorar las medidas de seguridad escolar.

★ **PRIORIZAR LA SEGURIDAD PÚBLICA**
Todos queremos sentirnos seguros en nuestra comunidad, y parte de eso es saber que la policía estará allí rápidamente si hay una emergencia. Es por eso que Anthony se centra en asegurarse de que la Oficina del Sheriff tiene suficientes agentes en patrulla como para satisfacer nuestras necesidades.

★ **CONSTRUIR UN SENTIDO DE COMUNIDAD**
Anthony quiere asegurarse de que haya una relación fuerte, transparente y confiable entre los residentes del Condado de Hays y la Oficina del Sheriff. Él se enfocará en la cultura en la Oficina del Sheriff, el reclutamiento, el entrenamiento, y el crecimiento de la Academia Ciudadana del Sheriff.

HIPOLITOFORSHERIFF.COM★

TARGETED MAIL PIECE

“WE’VE LOST TOO MANY”

We've lost too many of our children to fentanyl ...

WE CAN'T AFFORD TO LOSE ANY MORE!

HAYS COUNTY NEEDS A SHERIFF WHO WILL END THE FENTANYL CRISIS.

Pd Pol Ad Hipolito for Sheriff
P.O. Box 361
Dripping Springs, TX 78620

Kevin, Unknowingly Took Fentanyl

Noah, Unknowingly Took Fentanyl

ANTHONY HIPOLITO
FOR SHERIFF | COMBATING THE FENTANYL CRISIS IN HAYS COUNTY

Anthony Hipolito is the only candidate in the race for sheriff who has worked tirelessly to educate our residents on the dangers of fentanyl.

VOTE
ANTHONY HIPOLITO
FOR SHERIFF★

Early Voting:
October 21st – November 1st

Election Day:
Tuesday, November 5th

HipolitoForSheriff.com

I've given over 400 presentations at schools, PTA meetings, community groups, HOAs, and non-profit organizations about the dangers of fentanyl, where it's coming from, and how we can stop it from claiming more lives in our area. As sheriff, I'll only increase my efforts to protect the lives of our children.

– ANTHONY HIPOLITO

TARGETED MAIL PIECE

“COMPARE THE CANDIDATES”

ANTHONY
HIPOLITO

DEVOTED FAMILY MAN
COMMITTED TO OUR SAFETY

VOTE EARLY
Oct. 21st – Nov. 1st
Tuesday,
November 5th
ELECTION DAY

HIPOLITOFORSHERIFF.COM

“My husband has built his career on making our community a better place. I am so proud of all he has accomplished as a law enforcement professional, but I am most blessed by his ability to love and protect our family. **I know that as Sheriff he will take the responsibility of ensuring public safety as seriously as he takes guarding our family.**” – *Peggy Hipolito*

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PO Box 361
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SOCIAL MEDIA ADVERTISING



1998 – 2005

Police Academy
93rd Cadet Class, Oct 1998
Assigned to Austin Police Dept (APD)

Patrol Officer
Evening Shift, Responded to 911 Calls and Traffic Enforcement, 1998 – 2001

Bike Patrol
2001 – 2003

Street Response
Undercover Work, 2003 – 2005

2005 – 2014

Mounted/Downtown Patrol
2005 – 2009

Promoted to Corporal
Patrol Corporal, 2009 – 2011

Public Information Office
Earned Lifesaving Award, 2011 – 2013

Promoted to Sergeant
Patrol Supervisor, On-Call PIO, 2013 – 2014

2014 – 2021

Internal Affairs
On-Call PIO, 2014 – 2017

Organized Crime/Criminal Interdiction
On-call PIO, 2017 – 2021

Executive Protection
Auxiliary Role, 2010 – 2021
Site Counterpart
Responsible for 200+ ppl

2021 – Present

Retired from Austin PD
July 2021 – served 23 years

Hays County Sheriff's Office
Completed Field Training Program
Patrol Deputy, Sep 2021 – Apr 2022

Community Outreach Division
Hays County Sheriff's Office,
2022 – Present
Earned Corrections Officer Certification

Total Officer Service Time – 26 yrs

NOV 5, 2024
Election Day

ANTHONY HIPOLITO FOR SHERIFF

VILLALOBOS

Total Officer Service Time – 12 yrs

Texas State Univ. Police Dept, 2007 – 2018
Peace Officer / Lieutenant
(PD contained approx. 28 total officers)

RESIGNED due to being under investigation by Texas Rangers.

Chief of Staff for Hays County, 2019 – 2021

INVESTIGATED by Texas Rangers, Attorney General's Office & FBI for procurement of defective COVID-19 tests.

RESIGNED to avoid termination after repeated instances of unethical conduct and providing false information.

AnyPlace MD, Mar – Dec 2022


RESIGNED – not eligible for rehire.





Chief of Staff for Hays County Judge, 2023 – Present

History of integrity issues **PERMANENTLY DISQUALIFIES** him from being hired by Austin PD, Westlake PD, DPS, Travis County Precinct 3 Constable's Office, and Hays County Precinct 2 Constable's Office. If applied today at Hays County Sheriff's Office, he would **NOT** be hired due to disqualification from the listed law enforcement agencies. **EX**

Fact-based information received through Texas Public Information Act open records request and publicly available resources.

Impressions	Clicks	Video Completion Rate	Click-Through Rate	Industry Benchmark
782,306	8,754	3.29%	1.12%	0.9%

MAJORITYSTRATEGIES.COM



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THE RESULTS

Despite being far down ticket on the third page of the ballot, Hipolito for Sheriff won the seat by more than 6,400 votes. *For context, Kamala Harris carried Hays County by over 7,000 votes.*

	Total Votes	Percent of Total Votes
Anthony Hipolito, Jr.	63,439	52.67%
Alex Villalobos	57,016	47.33%

The Hipolito campaign was the highest vote-getter out of any contested Republican and the only contested Republican to win a countywide race.

Voter Contact Impact	
Total Voters Contacted	99,255
Turnout Rate (% Voted)	68.9%
Turnout Lift (v. Expected Vote)	+5.8%
Did Not Vote 2020	2,355

Turnout Vote by Mail Audiences			
	Expected Turnout	Actual Turnout	Turnout Lift
Full Persuasion Swing Voters	67.1%	70.4%	3.3%
Persuasion Border Security Voters	45.8%	59.4%	13.7%
Persuasion Women Voters	68.1%	71.0%	2.9%
Persuasion Children in HH Voters	77.9%	84.1%	6.1%
Persuasion HTO Dem Targets	86.8%	91.6%	4.9%



KEY TAKEAWAYS

Majority Strategies played a key role in helping the Hipolito for Sheriff campaign effectively communicate with the right audiences of voters that needed to be persuaded and motivated to turn out in a deep purple county where Republicans start at a heavy disadvantage in straight-ticket voting. Our data insights were successful in identifying the right people to talk to with the right message, ensuring the Hipolito campaign was able to reach the voters they needed without waste.

Overall, turnout in the 2024 election was lower than turnout in the 2020 election, but Majority Strategies was successful in persuading 2,355 voters to cast a ballot in 2024 who did not vote in 2020.

Anthony Hipolito wins Hays County sheriff's race

KUT News, 11/6/24

“More than 126,000 people cast ballots in Hays County this election. Voter turnout was at 67.89% — slightly lower than the 2020 turnout rate of 71.2%”





**MAJORITY
STRATEGIES**

POLITICS & PUBLIC AFFAIRS



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