



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.

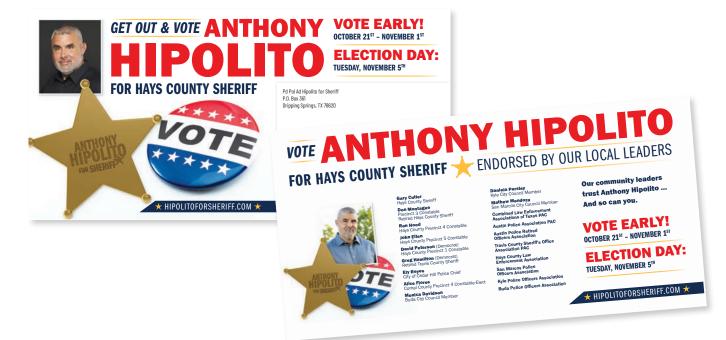
TARGETED MAIL PIECE

"PROTECT OUR BORDER"



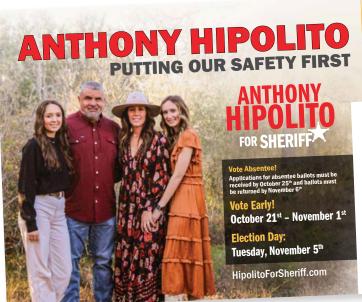
TARGETED MAIL PIECE

"ENDORSED BY OUR LOCAL LEADERS"



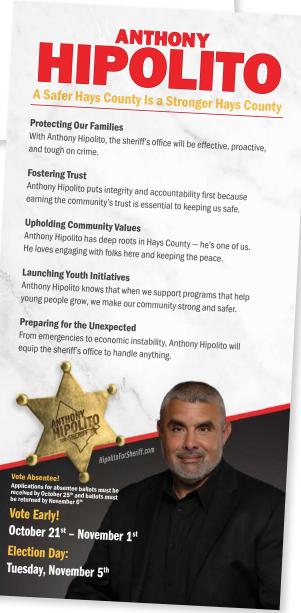
TARGETED MAIL PIECE

"A STRONGER HAYS COUNTY"



"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."

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

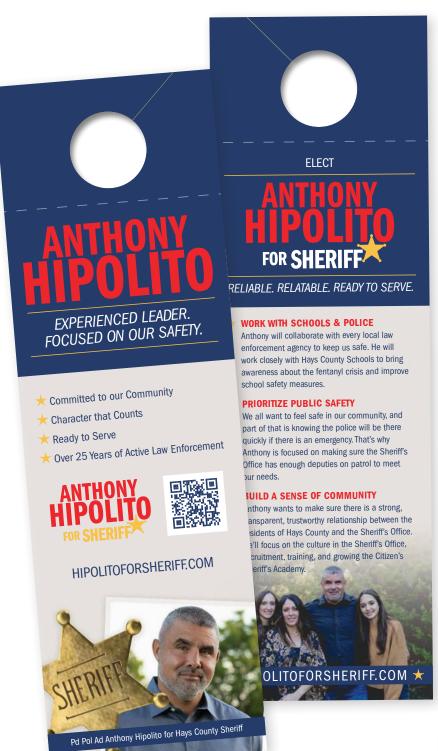




MAJORITYSTRATEGIES.COM 0 0 0 0

TARGETED MAIL PIECE

"READY TO SERVE"

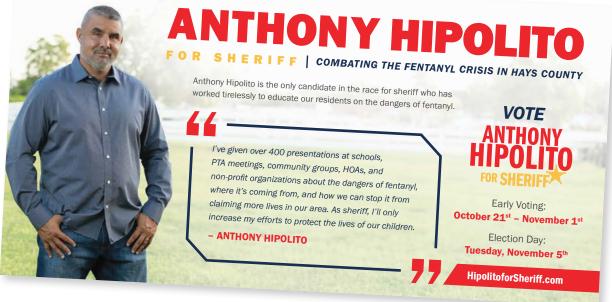




TARGETED MAIL PIECE

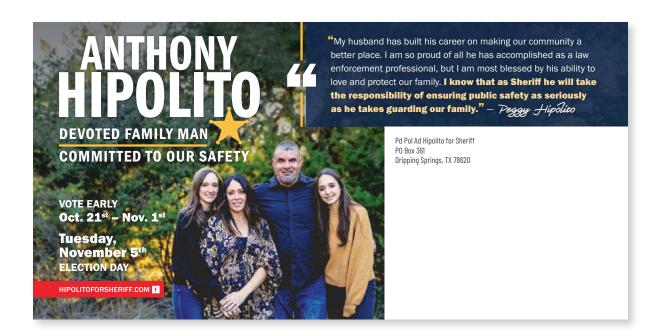
"WE'VE LOST TOO MANY"

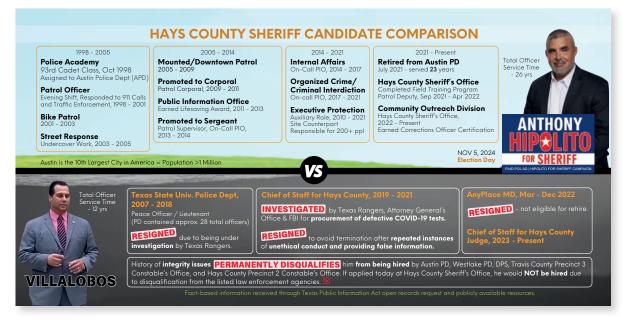




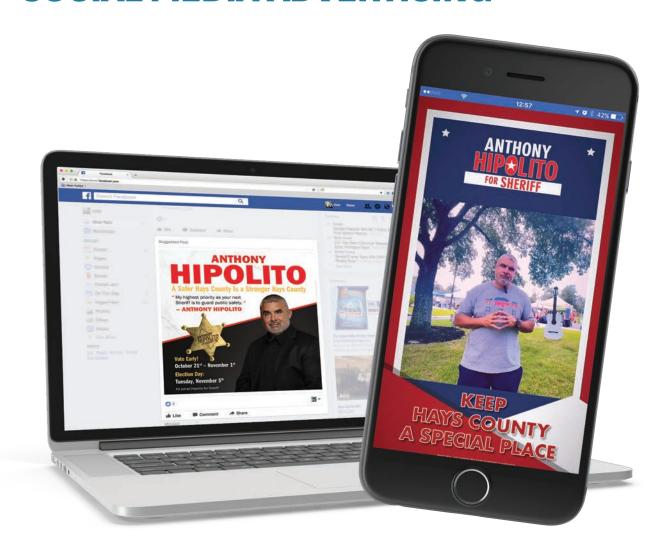
TARGETED MAIL PIECE

"COMPARE THE CANDIDATES"





SOCIAL MEDIA ADVERTISING



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





THE RESULTS

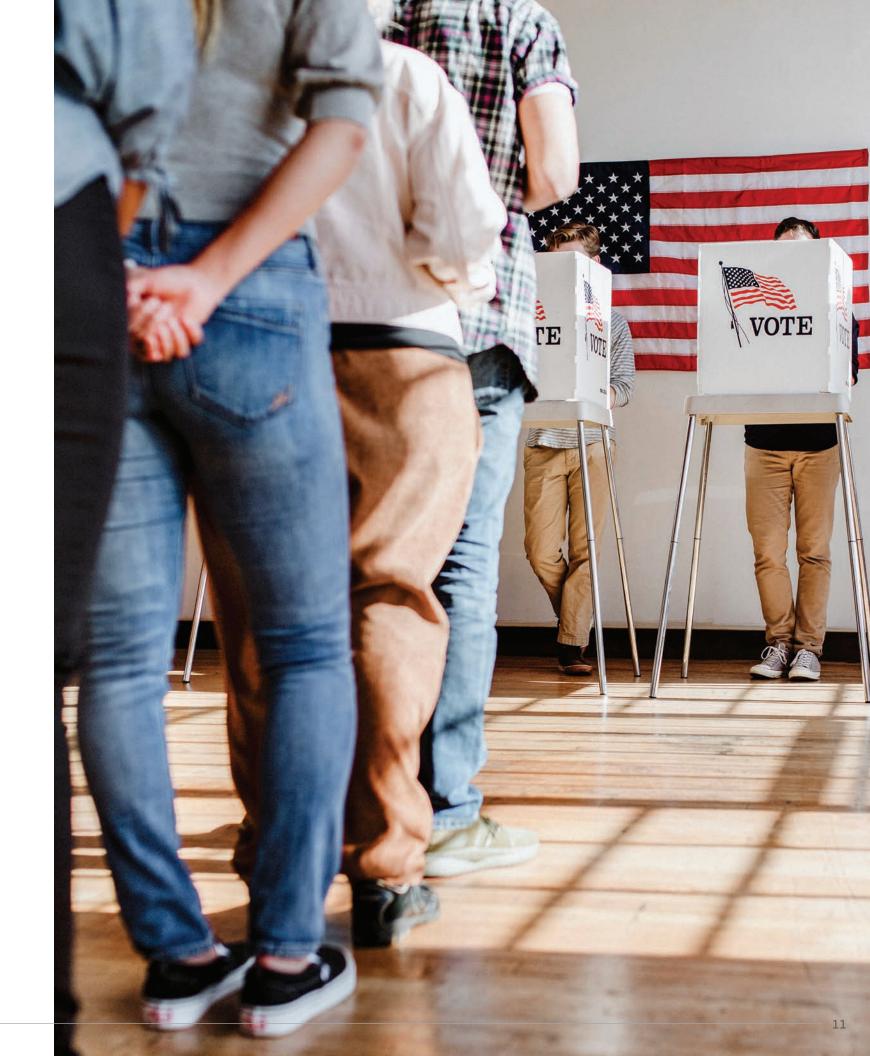
Despite being far down ticket on the third page of the ballot, Hipolito for Sheriff won the seat by more than 6,400 votes. *For context, Kamala Harris carried Hays County by over* 7,000 votes.

	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

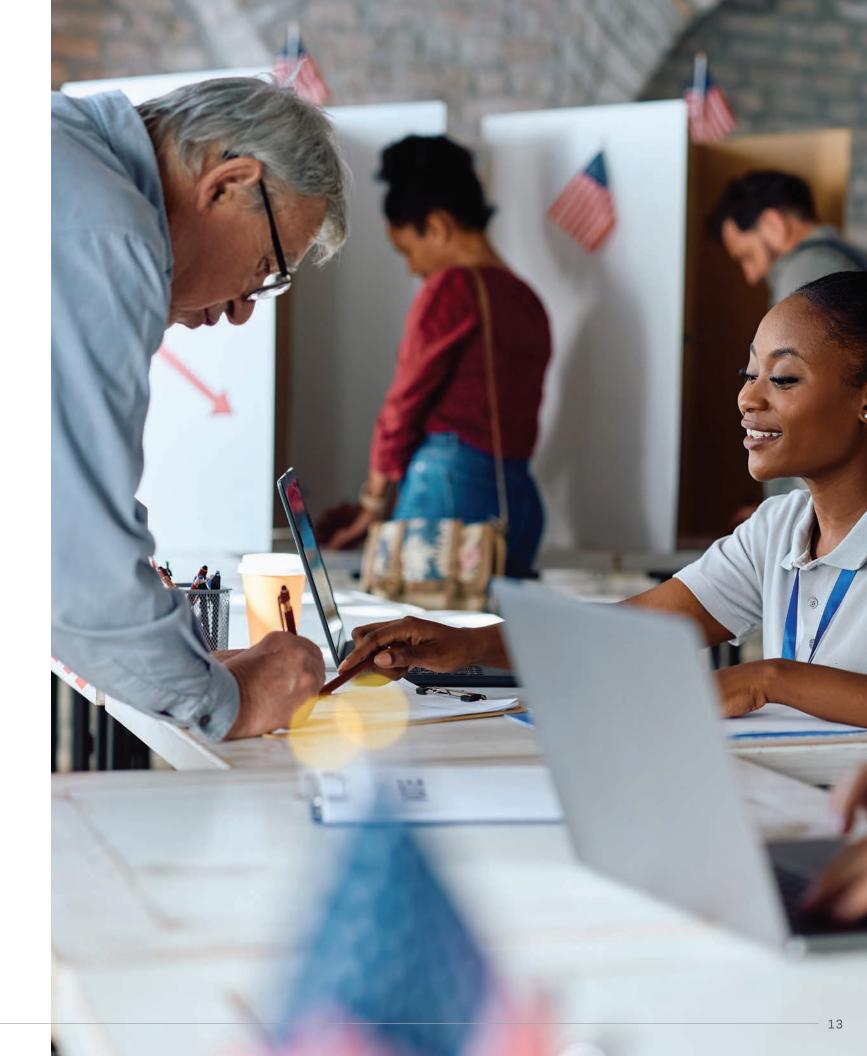
Majority Strategies played a key role in helping the Hipolito for Sheriff campaign effectively communicate with the right audiences of voters that needed to be persuaded and motivated to turn out in a deep purple county where Republicans start at a heavy disadvantage in straight-ticket voting. Our data 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%"













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