

## Our Political Services



Stratcom consultants have a depth of experience from working on numerous political, issue based and fundraising campaigns. We believe that every campaign is unique and, as such, we pride ourselves on working with clients to ensure they are aware of all the potential techniques available to best connect with key target audiences and help achieve electoral success.

Stratcom has played a key role in dozens of successful election campaigns across the country including Jack Layton's campaign for leader of the Federal NDP and civic elections including Vancouver's Larry Campbell (COPE) and Gregor Robertson (Vision Vancouver), Karen Farbridge in Guelph, Rob Burton in Oakville.

### Voter Contact Engagement

Stratcom has provided voter contact services to municipal, provincial, and federal election campaigns in Canada and the UK for almost two decades. We specialize in delivering a full-service approach to voter contact that includes:

<b>Research</b>	Better understand voters' issues by establishing targets, refining your message, enhancing your list. Includes acquiring phone numbers and addresses, ethnicity appending and geo-coding.
<b>Live Voter ID and Get Out the Vote calling</b>	Find out where you stand, who will vote for you and who you may be able to sway. Call your supporters to increase voter turnout.
<b>Broadcast Voice Messaging</b>	Send a short pre-recorded message to your supporters. Interactive features also available.
<b>Telephone Town Halls</b>	A cross between a large conference call and a radio talk show. Engage thousands of voters in key election issues.
<b>Targeted Direct Mail</b>	To create awareness on key issues. Includes concept development, design, printing and delivery coordination.
<b>Micro-Targeting Scores</b>	Statistical analysis of support, demographic and commercial data to produce scores for every voter's likeliness to support and vote.

## Campaign Strategy

Stratcom can help you with your campaign strategy by:

- ▶ Defining your message and strategy
- ▶ Tracking election races
- ▶ Developing communications including social media to build your party brand
- ▶ Conducting political polling (find out where your resources are most needed)

## Political Fundraising

Stratcom has a wealth of experience in political fundraising. This expertise is best highlighted by the scope of the fundraising initiatives we have and continue to provide to Canada's NDP party. Over the last several years, the breadth and scope of our relationship with the party has grown tremendously and we have managed over one hundred large and small scale fundraising programs including:

- ▶ Building and maintaining monthly donors through conversion, upgrade and reactivation campaigns
- ▶ Converting provincial supporters to federal supporters
- ▶ Contacting major donors with specialized appeals
- ▶ Acquiring new donors through targeted acquisition programs

---

In particular, we have recently run a very successful large acquisition campaign targeted at non members and donors who were identified in last election as likely voting for the NDP. This innovative fundraising campaign has added thousands of new donors, including a significant number of monthly donors.

**For more information  
please contact:**

Matt Smith  
Senior Director,  
Research & Engagement  
1-866-537-6199 x 83  
[matt.smith@stratcom.ca](mailto:matt.smith@stratcom.ca)



**Toronto** | PH 416.537.6100

**Ottawa** | PH 613.916.6215

**Vancouver** | PH 604.681.3030

**London** | PH 203.695.1663

**STRATCOM**  
STRATEGIC COMMUNICATIONS