

CASE STUDY: REP. PETE SESSIONS, TX-32 THREE CAMPAIGNS, THREE WINS

Situation: Pete Sessions of Dallas, Texas decided to run for re-election to the 32nd Congressional District of Texas in 2006, 2008 and 2010.

In 2006, CERC conducted two rounds of voter identification calls to identify Mr. Sessions' supporters (6,800 total contacts). That program was followed up with two rounds of voter identification/ advocacy calls to previously undecided voters.



SESSIONS WINS

2006 | 56.4 %
2008 | 57.2 %
2010 | 62.6 %

The Goal: to find new Sessions supporters and to persuade those still undecided (2,000 contacts). The final push included two rounds of GOTV calls (11,200 contacts) to remind identified Sessions' voters to vote on Election Day.

In 2008, CERC completed two rounds of voter identification calls to the general electorate as well as targeted demographics to identify Sessions voters, and offer campaign yard signs for those voters (5,400 contacts and 430 sign placements).

CERC completed one round of GOTV calls (4,400 contacts, 1,300 messages left on answering machines) reminding Sessions voters to vote on Election Day.

In 2010, CERC completed one round of voter identification calls to identify Sessions voters (3,100 contacts).

The Solution

Each re-election strategy proved a solid success: in 2006, Pete Sessions bested his challengers, Democrat Will Pryor and Libertarian John B. Hawley, easily winning re-election with 56.4 percent of the vote; in 2008, Sessions secured his re-election with 57.2 percent of the vote against Democrat Eric Roberson and Libertarian Alex Bischoff; and in 2010, he won the nomination with 83.7 percent of the vote, despite a Tea Party challenger, David Smith, and ultimately won re-election over Grier Raggio and Libertarian John Jay Myers with his highest ratio yet, 62.6 percent of the vote.