

## CASE STUDY: CERC TIME CAPSULE

**2008 Primary Election** - CERC ran a three-pronged program beginning with a month-long voter ID/advocacy to the general population.



Mayor Jerry Sanders played to undecided voters that resulted in 11,800 contacts and 5,000 messages played.

*“The project was a success as (Mayor) Sanders won re-election by getting a majority of the votes with 54.3%, thereby avoiding a run-off election.”*

The second prong included a voter ID/advocacy to those who were permanently registered to vote by mail, with messages targeted to Republicans and non-Republicans and with campaign yard signs recruitment (34,330 contacts, 700 sign placements).

The third was comprised of one round of GOTV calls with messages left on answering machines (9,100 contacts with 3,300 messages) to remind Sanders supporters to vote on election day.

### Result

**The project was a success as Sanders won re-election by getting a majority of the votes with 54.3%, thereby avoiding a run-off election.**