



Winning “Under the Dome” and Back Home

Introducing AMPLIFY by Convergence Targeted Communications

Convergence's team of campaign pros can put our experience and approach to work to win for you in state legislatures.

Now more than ever, state legislatures play an outsized role in shaping the lives of everyday people and the regulatory environment for employers in states. AMPLIFY takes tactics that Convergence has honed through years of experience winning political campaigns at every level across the country and brings them to bear on legislative advocacy.

We can AMPLIFY your traditional lobbying, constituent outreach, and earned media campaigns through the targeted, research-drive use of the same platforms we've used for years to win political campaigns: targeted digital advertising and direct mail that will have an outsized impact on legislators and their most important supporters.



The Key: Targeting



In any communications campaign, targeting comes first. AMPLIFY targets specific legislators, their offices in the capitol and back home, and segments of their core constituencies with messages that maximize the likelihood of the best outcome for our clients, delivered in multiple channels to magnify their effect. Narrow targeting using a combination of voter history and geography makes AMPLIFY a cost-effective addition to a traditional advocacy effort.

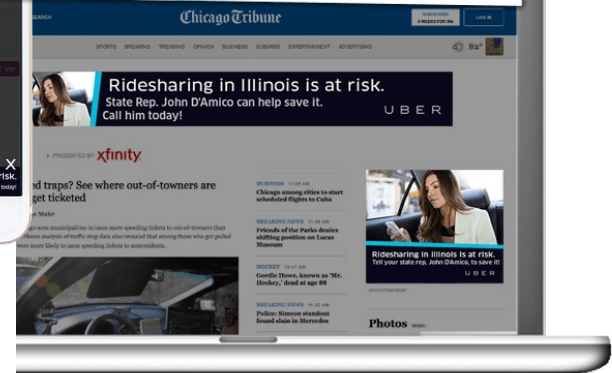
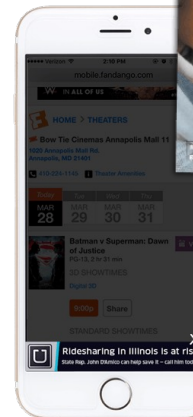


Case Study: Uber



In 2014, Uber sought to build grassroots opposition to legislation that would have made Uber's business model unworkable in Illinois. As part of a strategic relationship with Uber that has included work in Florida, Pennsylvania, and elsewhere, Convergence built an end-to-end targeted communications strategy. Ultimately, the legislation was not passed. The components of our plan included:

- Digital ads in Springfield targeting specific websites frequented by legislators and staff
- Direct mail targeted to the home districts of relevant committee members and swing voters, with design changes matched to specific districts
- Digital advertising matched against the Illinois voter file, encouraging voters to contact their legislators and express concern about the pending legislation



Services/Footprint

Physical Footprint

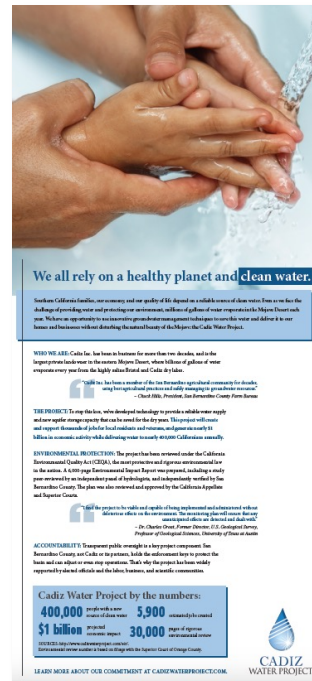


Convergence has experience designing, producing, and placing every kind of printed material for both campaigns and public affairs campaigns. From traditional direct mail to print advertising and out-of-home advertising, AMPLIFY ensures that the elements of your communication campaign are consistent, reinforce each other, and fit the platform and the audience.

Direct Mail



Print Advertising



Out-Of-Home Advertising



Digital Footprint



True to our name, Convergence augments traditional direct mail with digital advertising that is proven to have an impact on public opinion and drive recipients to take action. Different campaigns require the use of different tactics, and Convergence is ready to employ them all:

Digital-First Video Ad Production

Microsite Design

Voter File Matching/Targeting

Social Media Ads

Audio Ad Production

Ad Monitoring/Reporting



About Convergence



Our Experience



Our team has campaign and public affairs **experience in all fifty states.**

Some of our current and former clients include:



UBER



Your Team



Chris Cooper founded Convergence Targeted Communications after nearly five years as a Managing Director of SKDKnickerbocker in Washington, DC. Previously he spent nine years with MSHC Partners (formerly Malchow Schlackman Hoppey & Cooper).

During nearly two decades in politics, Chris has worked on campaigns in 40 states as well as the United Kingdom. His experience spans the fields of communications strategy; persuasion mail creation, execution and microtargeting; traditional and digital media consulting; campaign/project management; and public relations. His work has helped win elections from President, Governor and U.S. Senator to state representative and city councilmember.

Over seven election cycles, Chris developed persuasion mail campaigns for the independent expenditure arm of the Democratic Congressional Campaign Committee (DCCC). His work has helped elect over 35 Members of Congress.

A native of Charleston, SC, Chris graduated cum laude from Hampden-Sydney College in Virginia and is a frequent lecturer at colleges, political training seminars and conferences in the U.S. and Europe. Chris and his wife, Elizabeth Spratt Cooper, live in Washington, DC, with their two daughters.



Nick Mildebrath



Nick Mildebrath is a Partner at Convergence Targeted Communications and joined the company at its founding in 2014. Over the course of more than a decade in politics, he's managed and provided strategic guidance to political and public affairs campaigns in 29 states.

Nick played a central role in Convergence's work on behalf of clients at every level of the ballot, including Bernie Sanders' 2016 presidential campaign, the successful election of Kansas City, Missouri Mayor Quinton Lucas in 2019, and the defeat of a Republican County Executive and State's Attorney in Anne Arundel County, Maryland in 2018, when an incumbent Republican Governor carried the county by a significant margin.

Before his time with Convergence, Nick worked in a variety of roles on political campaigns in his native Florida, including as a manager. He's proud to have started his career as a field organizer in Washington State before working on campaigns in Florida and New York.

Nick is a proud graduate and loyal fan of the University of Florida, where he received his degree in political science.



Erica Prosser brings over 15 years of experience working with campaigns and advancing progressive causes at the highest levels of Democratic politics to her role as Managing Director at Convergence Targeted Communications.

In addition to advising candidate, labor, and advocacy campaigns as a direct mail, media, and polling consultant with several major Democratic consulting firms, Erica has been on the ground – working in field, communications, and as manager on campaigns at every level.

As a direct mail consultant, Erica has helped craft and execute award-winning mail for major Democratic victories at the Presidential, Senatorial, Congressional, Legislative, and Mayoral levels. Some of the nation's largest labor and Democratic advocacy organizations rely on Erica's strategic expertise to effectively communicate with voters and win critical campaigns.

Throughout her career, Erica has been committed to building the bench of women leaders and bringing representative voices to Democratic politics. She regularly gives her time to organizations encouraging and supporting women to run, conducting candidate training sessions and mentoring diverse and women candidates and campaign staff. She served as the first Communications Director for Annie's List, helping elect Democratic women in Texas, and as a senior advisor to advocacy campaigns for reproductive justice organizations.

A Pennsylvania native, Erica is a fourth-generation and enthusiastic Penn State Nittany Lion, who also calls Texas home. Erica and her husband Chebon currently live in Los Angeles.

Alex Guy is a Senior Strategist at Convergence Targeted Communications. She has always had a passion for politics and began her political career as a field organizer in her home congressional district in Kentucky. After falling in love with campaigns, she went on to work in organizing and training on races all across the country in states like Illinois, Nevada and New Hampshire. Alex has experience on all levels of campaigns from the state and local level to the Presidential level.

In her free time, Alex enjoys hiking and traveling with her friends and family.

Alex graduated from University of Kentucky with a degree in Communication and is passionate about following all UK sports teams. She currently lives in Washington, DC.



We're ready to work for you!

Learn more or contact us: amplify@convergencetargeted.com

