



CONVERGENCE
TARGETED COMMUNICATIONS

COMING TOGETHER TO WIN

Introducing Convergence Targeted Communications

Converge: (v) to move toward one point and join together; to come together and meet {and win}

In the digital age, communication silos are breaking down. Online and offline media are targeted to finely selected audiences. Winning is about surrounding your targets wherever they are and delivering repeated, persuasive, and personalized messages that move them to action.

Candidates for public office and leaders of advocacy and constituent outreach efforts need to master the converging nature of targeted communications. That's what we've done for more than 25 years in the political and public affairs arena. From traditional paid media to direct mail to digital media, we've integrated multimedia communications strategies designed with one goal – winning for our clients.

Our team has experience working for and managing large political communications firms. **Our choice to remain small is deliberate**, allowing us to provide the highest quality service to all our clients. We have the decades of experience and industry-wide relationships of a large firm, with the flexibility and accessibility of a small firm.

We take a limited number of clients and devote our all to them.

Full-Service Direct Mail

Targeted Digital Advertising

Strategic Vision



Services



Strategic Vision & General Consulting



We put our decades of experience to work for your campaign or cause by helping you every step of the way:

- Finding **staff and consultants** for campaigns of all shapes and sizes
- Assisting with the drafting and review of **polls, field plans, budgets** and other strategic documents
- Drafting **communications plans** and helping campaigns and organizations determine their **core message**

We tailor our involvement in our clients' work to suit their needs and the size of the team. We have extensive experience working as general consultants, as the only consultants on a race, and as part of large consultant teams. In any case, we seek to be proactive and make our experience and insights available to you on all aspects of campaign strategy.

Direct Mail



We offer end-to-end direct mail services — from targeting and drafting to production and fulfillment. We design mail that fits our client's unique needs, from traditional mail to innovative, creative design that stands out. **We understand that a full-service direct mail firm is much, much more than just a design firm** — we stay up to date with changes in the print industry, research on the efficacy of direct mail, and ongoing changes in USPS regulation and reliability to make sure that we don't just design great-looking mail, but *effective* mail that gets to the right place quickly dependably, and affordably.



More: convergencetargeted.com/directmail

Digital Persuasion



Across platforms, Convergence delivers outstanding digital persuasion media that mirrors our clients' offline communications with a digital-first presentation. Our full suite of services includes:

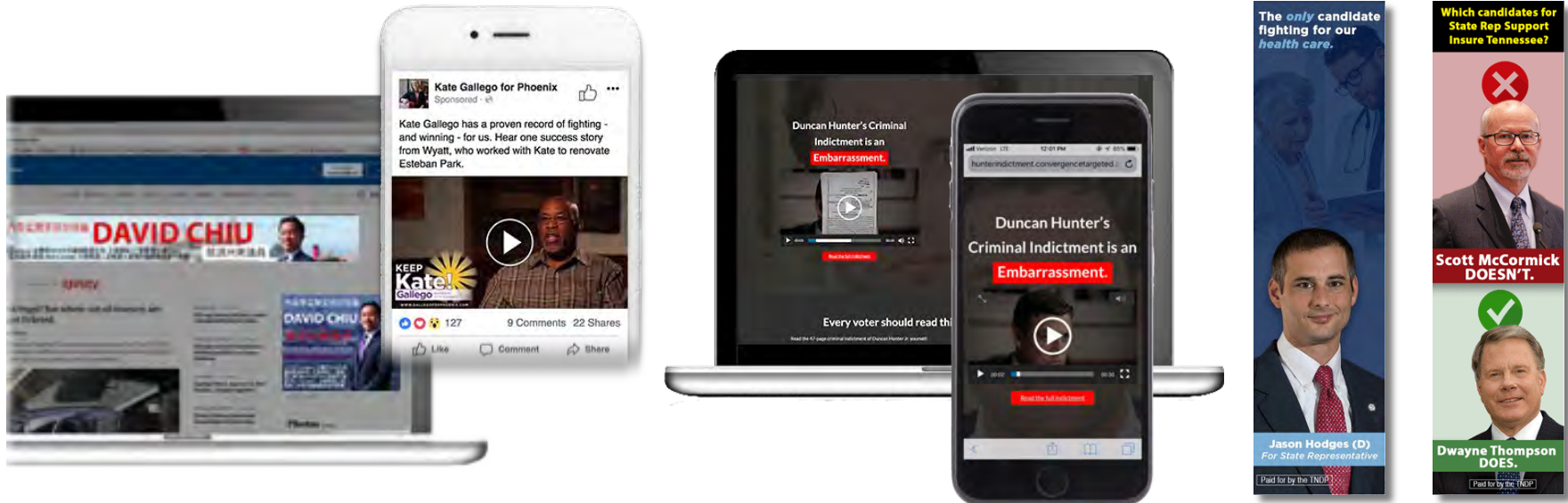
Digital-First Video Advertising

Social Media & Search Advertising

Banner Ads

Microsite Design/Deployment

Voter File Matching/Targeting



More: convergencetargeted.com/digital

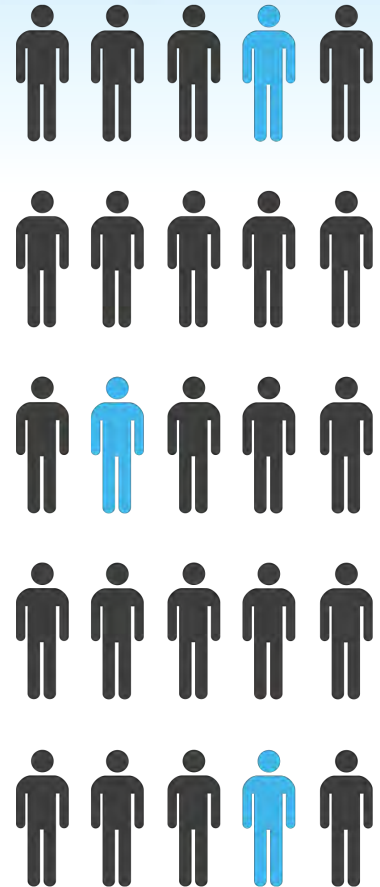
Targeting Experience & Data Capability



Our team is packed with decades of field experience, from the early 1990s to the 2020 election. Whether we're assessing the demographic makeup of our paid media targets, modeling a likely electorate, or working alongside our campaign partners' dedicated field and data staff to make sure our programs are fully integrated, we have the experience and the data literacy that can mean the difference between victory and defeat.

In cases when national or state-level turnout and support models are available, we use them — and we read the release notes. We have experience working to order, deploy, and use issue models or other tools to make sure that our messages are hitting the right mailboxes and screens and missing the wrong ones.

In addition to familiarity with the full suite of NGPVAN tools and commercial voter files like PDI and L2, our team are SQL proficient with experience working directly with the DNC's voter file.



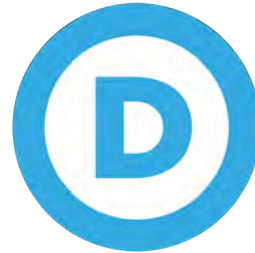
Experience



Experience At Every Level



Convergence and our staff have **experience in over 40 states**. We've helped elect **more than 50 members of Congress** and worked on municipal, legislative, statewide, ballot initiative, and legislative advocacy campaigns of all sizes from coast to coast. Some of our current and former clients have included:



Federal and Statewide Campaign Experience



Convergence has helped steer strategy and targeting for **Gubernatorial or US Senate races in seven states** since our founding in 2014, and our staff have helped elect **more than 50 members of Congress**.

Large races present many unique challenges: multiple messaging tracks, the use of more complex targeting, and the need for direct mail, digital, and television campaigns to coordinate their efforts, to name just a few. We've worked as the chief strategist and as part of a team to deliver the wins for our clients across the country, in primary and general elections.



Independent Expenditure Experience



Independent expenditures present unique challenges, from the strategic construction of a message that complements hard-side communication to the nuts-and-bolts complications that come with campaign finance reporting and legal compliance.

Convergence and our senior strategic team have experience working on independent expenditure races across the country, from Maine to South Carolina to California, addressing messaging challenges, developing distinctive creative, responding to a constantly changing political environment, and working with clients and our vendors to ensure adherence to the effort's legal obligations.



State Legislative Campaign Experience



Our experience in state legislative races crosses the country, and in districts that range from San Francisco to rural Missouri.

We understand the strategic considerations that vary from district to district (including the impact of early voting and vote-by-mail, primary election laws, impacts of races elsewhere on the ballot, and more), and those that benefit from our broad experience no matter the race.

Since 2014, our state legislative experience includes work in:

- Arizona
- California
- Georgia
- Illinois
- Maryland
- Maine
- Missouri
- New York
- Oklahoma
- Ohio
- Oregon
- Pennsylvania
- South Carolina
- Tennessee
- Texas
- Virginia



Municipal Campaigns



Municipal campaigns are a different animal, and they require a different approach. Since our founding, Convergence has made it a priority to bring first-rate strategy and execution to municipal campaigns, where they can frequently make the biggest difference.

We've worked on races ranging in size from the Mayorship of America's fifth-largest city to city council districts covered by two zip codes (and we won both of those races). A partial list of our recent municipal victories includes:

- Baltimore, MD City Councilmember Mark Conway
- Chattanooga, TN Mayor Tim Kelly
- Kansas City, MO Mayor Quinton Lucas
- Phoenix, AZ Mayor Kate Gallego
- Anne Arundel County, MD Executive Stewart Pittman
- Charleston, SC Mayor John Tecklenburg
- Charleston County, SC Councilmember Kylon Middleton
- Annapolis, MD Mayor Gavin Buckley
- San Francisco, CA Mayor London Breed (IE)



More: convergencetargeted.com/municipal

Civic Engagement



Convergence knows how vital the role of civic engagement is in protecting our democracy and expanding access to voting. In addition to our work with political campaigns, we've worked with number of nonprofits, state parties, and advocacy organizations to run direct mail programs focused on:

- **Voter Education**
- **Voter Registration** (including prefilled applications and chase)
- **Absentee/Early Voting Education & Chase**
- **Social Pressure GOTV**

Voting History Report for
«ReportName»

Did you know? Nobody can see who you vote for (your vote is secret), but whether or not you choose to vote is public record. Public records indicate that you registered to vote after the 2016 election. Please plan to become a voter in this election!

Party: «Party»
Precinct: «Precinct»

In 2014, at least «Percent» of registered voters in your precinct voted, according to public records. Turnout is expected to increase this year.

GEORGIA VOTERS JANUARY 5 CHECKLIST:

- ✓ PUT ON A MASK
- ✓ GRAB YOUR PHOTO ID
- ✓ CONFIRM YOUR POLLING PLACE
- ✓ MAKE YOUR

Are you sure you're registered to vote at your current address?

Check your status or register here
www.VoteWisconsin.com

Register by **October 9** to ensure you get your mail-in ballot! If for some reason you can't vote by mail or you miss the deadline, you can register to vote at any polling location during early vote and on Election Day.

Any other questions about registering or voting? Call these nonpartisan election helplines:

- English: 866-OUR VOTE (866-687-8663)
- Español: 888-VE-VOTA (888-479-8687)
- Arabic: 888-OUR VOTE (888-637-8663) part II
- Asian Languages: 888-APVOTE (888-274-8663)

Thank you for being a voter.

VOTE SAFELY!

To build a Virginia that will work for everyone, we must come together and win this primary election — and that begins with your vote.

A convenient absentee ballot application is included inside for:

Official absentee ballot application enclosed!

Your Team



Chris Cooper



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.

John Rasure



John Rasure is a Senior Associate at Convergence Targeted Communications. A lifelong news junkie, he got his start in politics working on local campaigns in his beloved home state of California. Since then he has traveled around the country working on campaigns in Iowa, Texas and DC. He has managed five local level races and worked at the DCCC.

John lives in DC with his partner and enjoys cooking, fantasy novels, and being a step-dad to two cats. He is a graduate of University of California, Davis and does not pay attention to their sports teams at all.



We're ready to work for you!

Learn more or contact us: info@convergencetargeted.com

