

# Coming Together To Win

Introducing Convergence Targeted Communications

Version: 8/4/20



# About Convergence

**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 hyper-targeted to finely selected audiences. The difference between social media and paid media is increasingly obscured. 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 over 18 years in the political and public affairs arena. From traditional paid media to direct mail to hyper-targeted digital media, we've integrated multimedia communications strategies designed with one goal – winning for our clients.



# Full-Service Boutique Firm

Full-Service Direct Mail

General Consulting

Digital-First Video

Voter-Targeted Social Media Advertising

Targeted Digital Advertising

Model Deployment/Targeting

Our staff 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, providing a full suite of services.

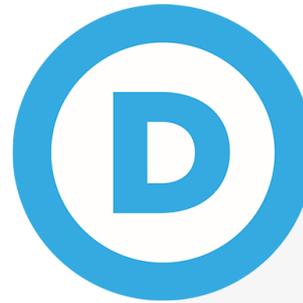


# Experience



# Experience At Every Level

Convergence and our staff have **experience in 40 states**. We've helped elect **35 members of Congress**, and worked with **14 state Democratic parties**. We've 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 include:



NATIONAL  
ASSOCIATION *of*  
REALTORS®



# Recent Awards

Since 2019, our work has been deemed outstanding by our industry peers in the following categories:

## 2020 Pollies

- Gold, Direct Mail Campaign — Ballot Initiative
- Gold, Best Use of Negative/Contrast — Ballot Initiative
- Silver, Independent Expenditure — State Legislative

## 2020 Reed Awards

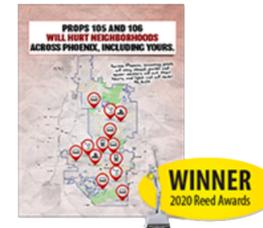
- Best Innovation in Direct Mail
- Best Cross-Channel Ad Campaign

## 2019 Pollies

- Gold, Best Work From Previous Year

## 2019 Reed Awards

- Best Direct Mail Piece — Public Affairs
- Best Mail Piece for IE — Mayoral



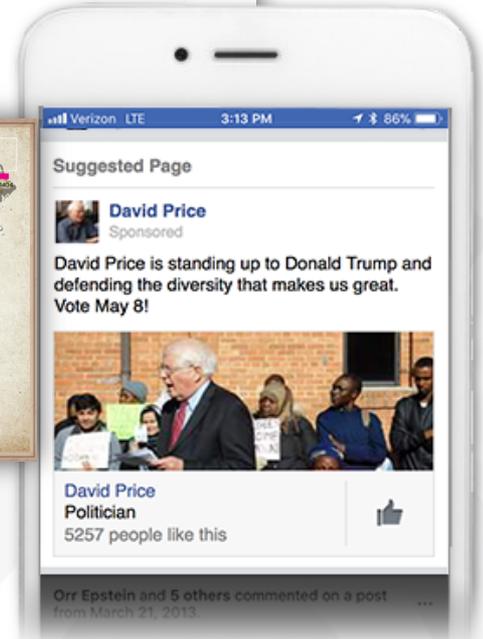
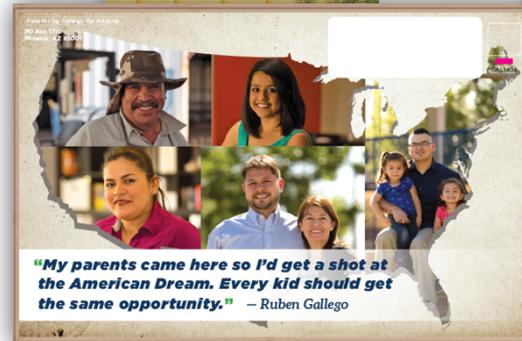
See more at [convergencetargeted.com/awards](https://convergencetargeted.com/awards)



# Federal and Statewide Campaigns

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 **35 Democratic 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 win for our clients again and again.



# Independent Expenditures

Convergence has extensive experience navigating the unique challenges that face federal, state, and municipal independent expenditures, including in California, whose state laws governing independent spending/reporting are considered some of the most stringent in the nation.

Working in partnership with advocacy groups, we develop effective campaigns using the sometimes-limited tools available to IEs, while helping our cause instead of causing headaches for the candidates we're helping.



As our State Representative, Holly Stover will stand up for Maine's kids, beginning by ensuring they get a great education. Keeping our schools means that more of our kids can stay here in Maine while building their careers.

With our votes on November 6, Holly will:

- Build a first-rate education system that fully funds our local schools and keeps our kids in Maine after graduation, while easing our property taxes
- Invest in career and technical training so that all Mainers can meet the workforce needs of today's economy
- Reduce the cost of colleges and universities by providing debt relief to graduates who work in Maine

Rep. Robitson, Stephanie Hawke failed to keep our kids safe.



**CONVERGENCE**  
TARGETED COMMUNICATIONS

# State Legislative Campaigns

Convergence and our staff have experience working on state legislative races in more than a dozen states.

We've worked in a variety of settings, including on races where early voting or vote-by-mail plays a significant strategic role. We've helped races get off the ground, and worked with an established team to create targeted messages that make the difference down the stretch.

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



# Municipal Campaigns

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 big-city Mayor's races to city council districts covered by two zip codes, and gotten results in both.

Municipal campaigns are a different animal, and they require a different approach. Convergence combines extensive municipal campaign experience with the creative resources of a national political consultancy.



# Legislative Advocacy

Convergence partners with advocacy organizations and government affairs firms to drive public opinion and influence policymakers in legislative battles. We serve as a one-stop shop for highly targeted digital and social media advertising, as well as print and direct mail when appropriate.

Our experience in political campaigns means we understand the tight turnaround times legislative advocacy usually requires, with a focus on getting the right information to the right targets.

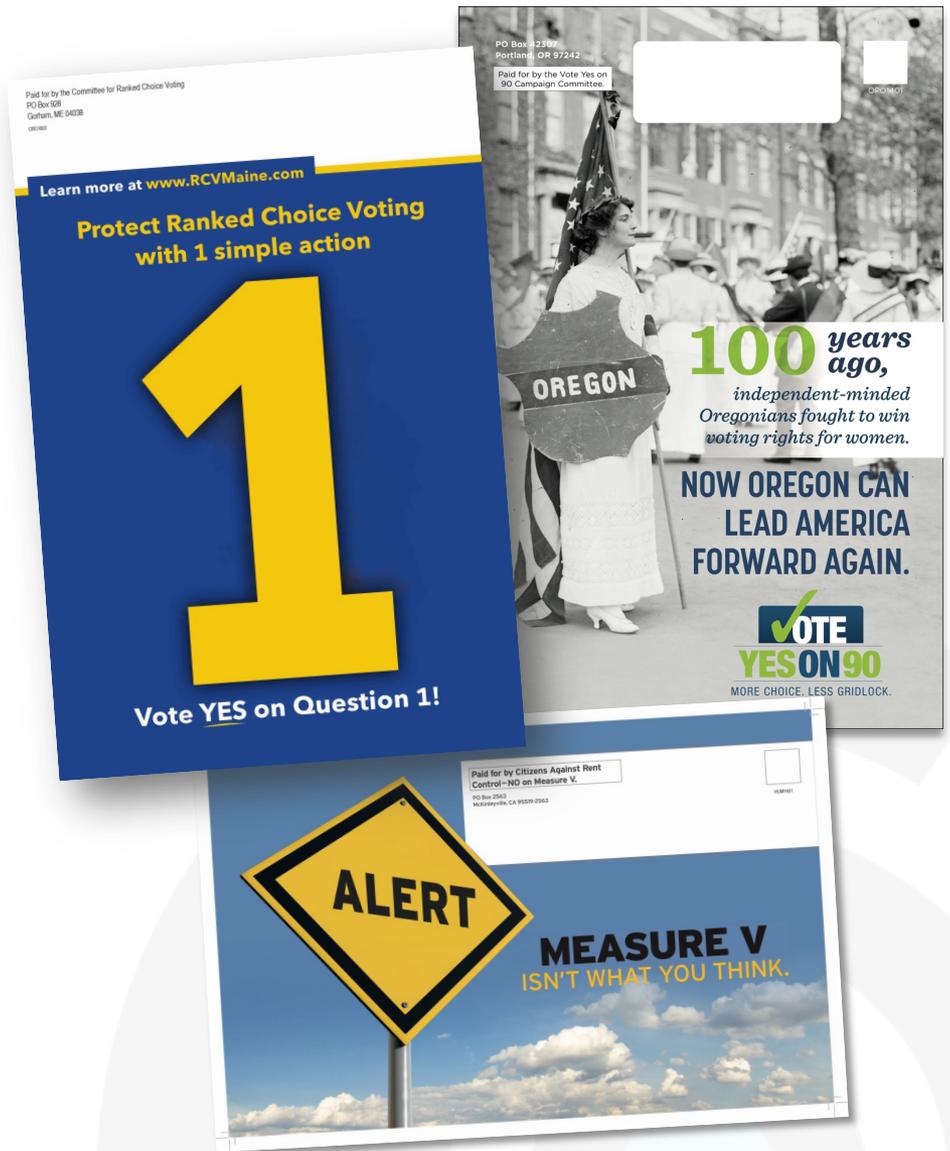
Whether it's issuing calls to action in direct mail or via digital advertising, pressuring certain agencies or committees, or raising issue awareness in advance of a vote, Convergence has done it before, and we're ready to help.



# Ballot Initiatives

In addition to our statewide electoral experience, Convergence has served as the direct mail consultant on **ballot initiatives across the country** since our founding, from Maine to the Pacific Northwest.

Our work has ranged from city- and county-wide ballot questions in California to statewide ballot questions. Most recently, Convergence was the direct mail vendor for the **successful passage of Maine Question One**, overcoming deliberately obtuse ballot language and entrenched opposition from statewide elected officials to secure Maine's place as the first state in the nation to use ranked choice voting.



# Client/State Specific Experience

This is the text box for this.



The ACA means access to healthcare for thousands of CT women.

**We WILL protect it.**



 NARAL Pro-Choice Connecticut

This block contains a portrait of a smiling woman with dark hair, wearing a striped shirt. To her left is text about the ACA and a commitment to protection. Below the portrait is the logo for NARAL Pro-Choice Connecticut, which includes a stylized Statue of Liberty icon.



Ridesharing in Illinois is at risk. State Rep. Patricia Bellock can save it – but she needs to hear from YOU!

This block features a photograph of a woman with long brown hair sitting in the driver's seat of a car, looking down at her smartphone. Below the photo is a dark blue banner with white text.

# Services



# General Consulting & Strategic Vision

We have decades of experience providing guidance to campaigns and advocacy organizations through every phase of their existence. We can put this experience to work for you by helping you every step of the way, including:

- Drafting communications plans
- 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

We have extensive experience working as general consultants, as the only consultants on a race, and as part of a large team. 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

Convergence offers 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 and cuts through. We stay abreast of changes in the print industry and the USPS to make sure that we don’t just design great-looking mail, but get it to the right place as quickly and as cheaply as possible.

Pol. Adv. Paid for by the Beverly Powell Campaign  
PO Box 966  
Fort Worth, TX 76101  
www

**WHEN KONNI BURTON AND HER FRIENDS IN AUSTIN PLAY GAMES WITH OUR TAX DOLLARS, WE LOSE.**

Konni Burton sided with her fellow Austin politicians and voted for a budget that shifted the burden to local property taxpayers.

**WORST VOTING RECORD IN THE STATE SENATE**  
Texas Association of Business

Instead of giving our schools what they need, Konni gives that money to pet projects and big businesses, causing our property taxes to go up and up.  
Our schools don't have what they need to help our kids succeed. Our teachers are some of the lowest paid in the country. And Konni Burton isn't getting the job done. [See more here](#)

Learn how Konni Burton is failing our schools and our families at: [www.KonniBurton.org](http://www.KonniBurton.org)

**FORMER SCHOOL BOARD MEMBER BEVERLY POWELL: MAKE OUR SCHOOLS BETTER AND KEEP OUR TAXES DOWN.**

- Work to make Austin pay its fair share of school funding
- Reduce property taxes
- Give teachers a well-deserved pay raise
- Expand pre-K

**EARLY VOTING BEGINS OCTOBER 22<sup>nd</sup>**  
**ELECTION DAY NOVEMBER 6<sup>th</sup>**  
[WWW.BEVERLYPOWELL.COM](http://WWW.BEVERLYPOWELL.COM)

**Beverly POWELL**  
FOR TEXAS

How are our tax dollars being spent in **Konniland?**

- Konni and other Austin politicians pass legislation with cuts to public schools, unfunded mandates, and favors for their donors.
- Local officials here in Find the money to fund neighborhood schools to make up for the state's cuts.
- Your property tax bill skyrocket.
- Teachers are underpaid and schools are underfunded.

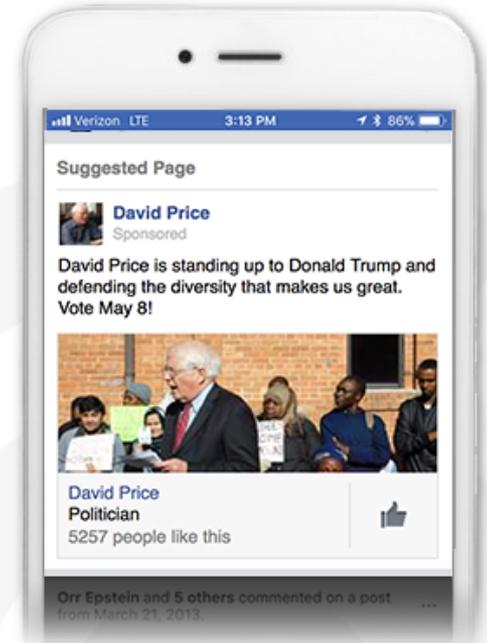
See more at [convergencetargeted.com/directmail](http://convergencetargeted.com/directmail)



# Digital Advertising

The same tools that applied to direct mail years ago now hold true in digital advertising: The ability to communicate with the right individuals, not just the right groups, is key.

We don't just produce traditional digital ads (including motion banners and digital video); we use a variety of targeting methods to ensure the best possible match rate to your voter file and the most reliable delivery.



See more at [convergencetargeted.com/digital](http://convergencetargeted.com/digital)



# Digital-First Video

There's a big difference between what makes a good TV ad and what makes an effective digital ad — and producing digital-first video content, with much more detailed but sometimes more forgiving technical specs, is getting more affordable for smaller or more budget-conscious campaigns every year. Convergence can turn still images and b-roll into an effective video ad for use on social media and targeted pre-roll, and we can write and produce original short- and mid-length video content.



See more at [convergencetargeted.com/digital](http://convergencetargeted.com/digital)



# Targeted Social Media Advertising

Social media advertising is more important every cycle, and should be a focus for any political campaign, not an afterthought. Convergence has experience creating advertising that specifically fits social media.

Using a combination of **one-to-one matching from your voter file or supporter list to Facebook's advertising platform** and other geographic or demographic targeting, Convergence can work to build your campaign's presence on the most important social media channels for voters, including Facebook and Instagram. We stay up to date on the (always-changing) best practices for ensuring your campaigns are successful and cost-effective, and provide reporting and advice as your ads run.

With Convergence, your digital campaigns will not be "set it and forget it"; we monitor and test your ads daily to make sure that your campaign is performing at its peak.

Digital-First Video Ad Production

Voter File Matching/Targeting

Social Media Ads

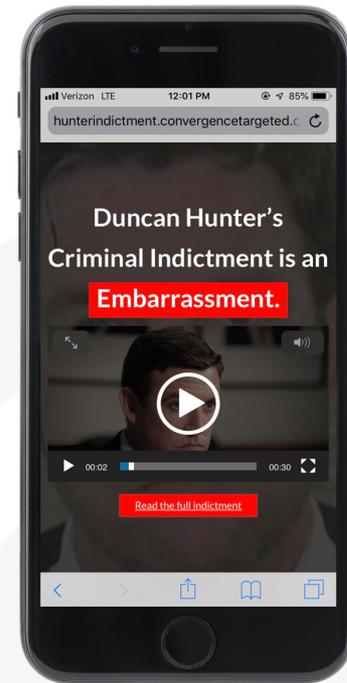
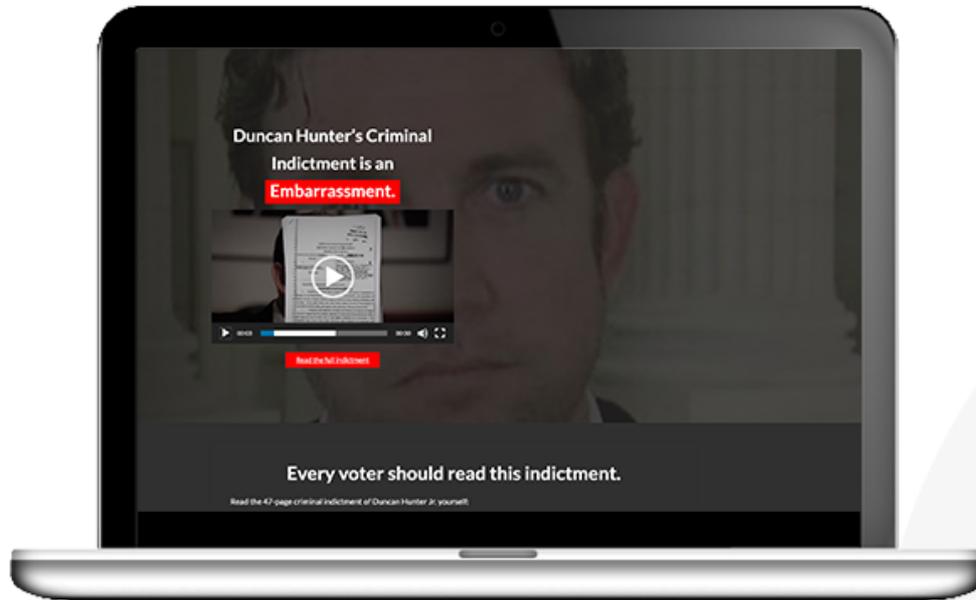
Audio Ad Production

Insight into best practices



# Single-Purpose Microsites

Microsites are a highly cost-effective way to augment a digital or social ad buy, hit one particular message hard, and communicate outside your campaign's normal "brand." Convergence can help not only develop these sites, but drive traffic towards them using direct mail and digital advertising.

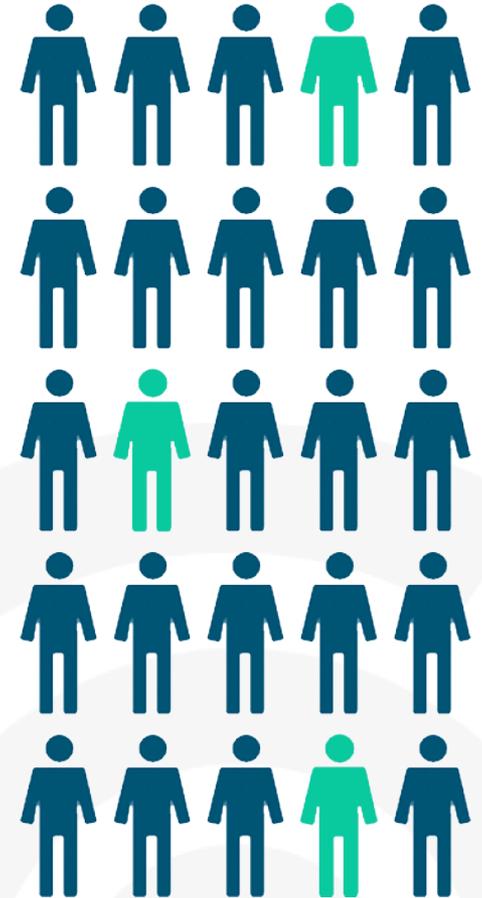


# Modeling-Driven Targeting

In many cases, **the days of targeting groups of voters is over. Whenever possible, we target individuals.**

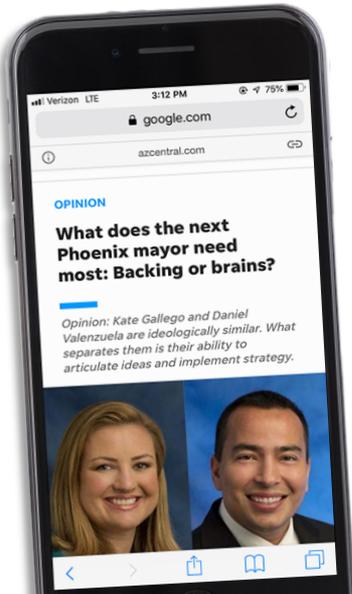
Modern analytics, like those employed by the majority of today's top-tier federal and statewide races, are able to gauge, with a high rate of accuracy, an *individual's* ideology, intent to vote in a given election, and likelihood to support a given candidate, cause, or issue.

While every case is different, Convergence can assist your campaign with identifying the utility of modeling, constructing a model, deploying it, appending it to your voter file, and advising you on its uses – beyond direct mail and digital advertising.



# Earned Media & Public Affairs

Convergence gives your team the ability to monitor relevant news media and work to inject campaign's message to local storylines through press releases, op-eds, and reporter outreach. We can then further amplify any media earned through our digital and direct mail services, to ensure that your story is reaching every audience possible.



THE ARIZONA  
REPUBLIC

Oct. 10, 2018

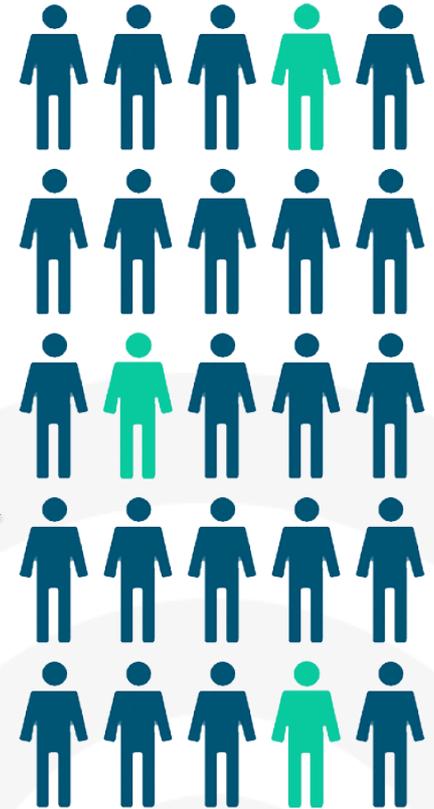
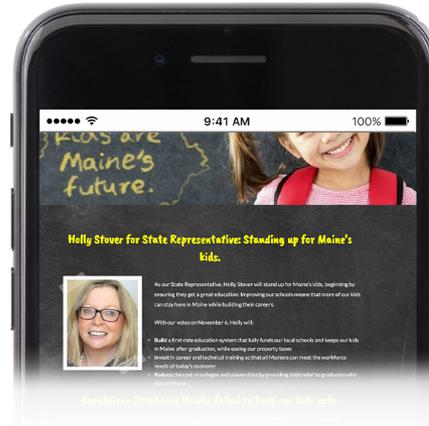
"Kate Gallego has the brains to be Phoenix Mayor."

A campaign flyer for Kate Gallego for Mayor. At the top, it says "Paid for by Kate Gallego for Phoenix Mayor. Authorized by Kate Gallego." and "4700 N. Central Ave. | Suite 108 | Phoenix, AZ 85012 | 604-1904". The main headline is "Kate Gallego for Mayor" with the sub-headline "Three Things You Should Know:". Below this is a photo of Kate Gallego. To the right of the photo are three numbered points: 1. On City Council, Kate fought to clear the backlog of hundreds of untested rape kits. She led the way to passing equal pay for women and reformed the council's sexual harassment policy to hold elected officials accountable. 2. Kate is the only candidate for Mayor who opposed multi-million-dollar giveaways to professional sports teams for arena upgrades and consistently opposed a regressive tax on food. 3. Kate has a plan to build a Phoenix that works for everyone by supporting seniors, protecting DREAMers, improving our neighborhood schools, and creating jobs in every part of Phoenix. Below the photo is a section titled "PROUDLY ENDORSED BY" with logos for Planned Parenthood, EQ AZ, TERBA CLUB, GREEN GREATER PHOENIX, LOCAL 840, and the Arizona Attorney General's Office. At the bottom, it says "Runoff Election - Vote by March 12!". A red circle highlights the "ENDORSED" section, which includes the Arizona Republic logo and a quote: "We believe Gallego has the right mix of focus, smarts and political leadership to lead Phoenix forward." and "... [I] really comes down to who is best qualified. The answer is Kate Gallego, and we urge voters to elect her as our next mayor."



# Convergence: Bringing It All Together

With Convergence, your direct mail, social media, digital advertising (including video) and targeting strategy all come together to communicate the right message to the right audience across every available media.



# 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 Vice President at Convergence Targeted Communications. Over the course of nearly a decade in professional politics, he's overseen political and public affairs campaigns in 29 states, ensuring that Convergence's clients receive top-notch strategic advice, engaging and creative design work, and precise, no-hassle execution of their plans at every step. He served as lead strategist on campaigns across the country in 2018, with a focus on the mid-atlantic and southeast.

A native of Florida and California, Nick came to DC from Gainesville, Florida, where he worked in a variety of roles on political campaigns in north Florida. Prior to that, he worked as a field organizer and later field director on successful campaigns in Florida, New York, and Washington.

Nick is a proud graduate and loyal fan of the University of Florida, where he received his degree in Political Science. He and his wife Emily live in Philadelphia, PA.



# Ansley T. Mendelson

Ansley T. Mendelson is a Senior Associate at Convergence Targeted Communications. She's been working in progressive politics for nearly a decade. She was bitten by the political bug early in life after her first-grade letter to President Bill Clinton was promptly answered with a nice note and collectable Bill Clinton baseball card, which she still has.

Right out of college, Ansley was hired to be the Democratic Party of Georgia's County Affairs Director, making her one of the youngest senior staff members in the history of the Party. Before coming to Convergence, Ansley worked for the Ballot Initiative Strategy Center (BISC), ProGeorgia, and the PCCC. She has worked on campaigns up and down the ballot in Georgia and Florida.

A fifth-generation Georgian, Ansley is a graduate of two SEC schools — the University of Georgia (AB 2010) and the University of Florida (MA 2015). She lives in Arlington, VA with her husband Joel. While Joel would love for her to Chomp, she will always bleed Red and Black.



# Pricing — Direct Mail



# Pricing Schedule for Direct Mail

The following pricing is for four-color (full-color) direct mail. Pricing includes creative, design, printing, and mailhousing fees. Pricing does not include postage/shipping, photography, or list costs. Postage can be estimated roughly between \$0.25 to \$0.29 for presorted standard for-profit mail, and between \$0.16 and \$0.20 for presorted nonprofit mail. For “gang runs” (runs of identical quantity, approved at the same time and printed side-by-side), subtract two cents from the quoted price.

Quantity	6" x 11" Postcard	8.5" x 11" Postcard	8.5" x 13" Postcard; 11" x 17" Single-Fold
100,000	\$.32	\$0.34	\$0.36
75,000	\$.34	\$0.36	\$0.38
50,000	\$.39	\$0.41	\$0.43
40,000	\$.42	\$0.44	\$0.46
30,000	\$.43	\$0.45	\$0.47
25,000	\$.45	\$0.47	\$0.49
20,000	\$.47	\$0.49	\$0.51
15,000	\$.52	\$0.54	\$0.56
10,000	\$.59	\$0.59	\$0.61
5,000	\$.66	\$0.69	\$0.72

# We're ready to work for you!

Learn more or contact us: [info@convergencetargeted.com](mailto:info@convergencetargeted.com)

