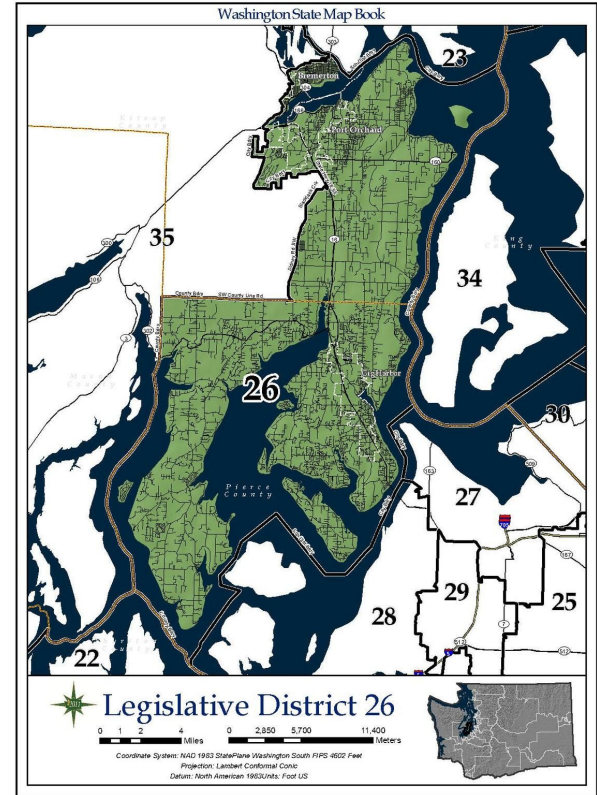


**District 26:
Using Data to
Create a
Campaign
Strategy**

Sierra Miller

Research Question

How should a challenger for the 1st State Representative seat in the 26th district campaign in order to win?



Research and Data Collection

Data was collected from two main sources, results.vote.wa.gov, and pdc.wa.gov. Both are run and funded through the state. From the first, data on the results of the past three election cycles were collected. From the second, information on funding for elections from the past three elections were collected.

For the purpose of this project, research was done to address polarization through communication strategies.

Why?

The Republican incumbent for the 1st position of the 26th district is Jesse Young, a man with a documented history of abuse towards his staff and also improper use of government funds and time.

The research makes the assumption that Jesse Young should be removed, and does not attempt to defend this assumption. Furthermore, the research was done for the purpose of assisting a democratic candidate, for 2 reasons.

1. Historically, Young has had no problem raising money from his party, and they have made no effort to replace him with a different Republican.
2. The researcher/writer is sympathetic towards the Democratic party.

Voting History Data

	2014		2016		2018	
	NS	JY	LS	JY	CF	JY
26-301	98	128	180	119	133	161
26-302	428	431	509	460	489	485
26-303	368	405	592	473	529	510
26-304	440	445	650	577	363	318
26-305	393	450	655	554	498	439

The left is a small sample of the data collected, comparing the number of votes Jesse Young gained in 5 different sectors of the 26th district to his competitors across 3 election cycles. By comparing and quantifying this data I was able to identify key swing areas.

Fundraising and Spending

In the past three election cycles, democrats in the 26th raised about \$100,000 from the party, and about \$38,000 from elsewhere.

Non-party sources of donations may be found at: teacher groups, gun responsibility groups, WHCA, BIO PAC, Justice PAC, Working Washington Union, Steel and Iron Workers Union, Printing Union, and numerous individuals.

Data from past elections can be used to understand how candidates raised money and spent it.

Budget	
Mailers/Printing	\$65,550
Staff	\$25,000
Website	\$5,000
Nation Builder	\$3,000
Consulting	\$11,000
Phone/TV Ads	\$23,250
Events	\$10,000
Total	\$142,800

Issue Selection and Communication

Taken from the voting data, 3 democratic-leaning issues that are likely to appeal to the 26th district were selected to be discussed in leaflets and while door-knocking.

1. Increased Funding for Schools
2. Social Security
3. Gun Responsibility

Deliberate Communication and campaigning are necessary to ensure success. Some key points that will work to breach divides are:

1. Common ground (left)
2. Motivation, not education
3. Listen well
4. KISS (Keep It Simple, Stupid)
5. Awareness → Alignment → Engagement → Action

Strategy and Conclusion

	2014	2018	population	Points	Gain	Votes
301	133	161	294	0.45	^0	
302	489	485	974	0.50	^4	389
303	529	510	1039	0.50	^4	415
304	363	318	681	0.53	^0	
305	498	439	937	0.53	^2	374

Gold districts are identified as high priority, with a possible increase of 4 points. Silver is a mid-priority, with a possibility of 2 points gained. Bronze districts are low priority. Points gained were estimated by the population of the area, and by change in voting over time. Gold districts warrant 3 sets of mailers, silver 2 sets, and bronze 1. Gold and silver constitute door-knocking. Using this strategy, one can save money and spend time where it will be the most effective. The left is just a small sample of the total collected data.

Conclusion: By examining data made available through the state, a strategy that uses proper communication methods, and takes advantage of voting trends and fundraising can be formed which will beat Jesse Young in the election cycle.

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