

2019



PROGRAM SUMMARY AND RESULTS

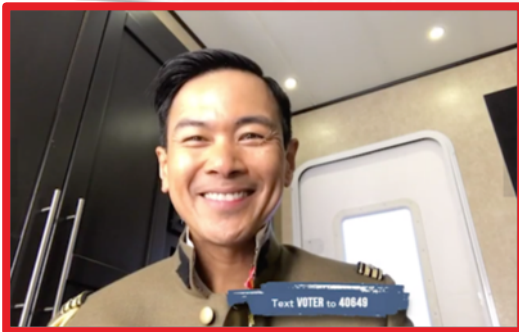
ABOUT THE HOMETOWN PROJECT

Founded in 2017, The Hometown Project is a 501c4 advocacy organization helping motivate voters and elect progressive leaders at the local level by connecting actors, musicians & athletes to voters in their hometowns with the goal of bringing attention to local candidates, campaigns and issues important to the community.

“Energizers”
motivate voter
turnout

Bring visibility
to local
elections

Support the
next generation
of leaders



HOW WE WORK

Harness relationships across political organizations to identify local candidates in purple districts.

Connect directly with actors, athletes & musicians

Introduce them to local progressive candidates running for office in their hometown.

Produce video content and partner events on the ground to inspire, motivate and educate the electorate



2019 PROGRAM SUMMARY

In the 2019 election cycle we produced voter facing ad content for state and municipal elections in Mississippi, Kentucky, and Virginia.

We were able to achieve our goal of securing **10+ Energizers in one state** to support **over 25 local candidates in crucial Virginia races**. By developing, producing, and fielding statewide geo-targeted videos from our hometown artists and influencers, we brought these progressive candidates **valuable name recognition and support**.



2019 TEAM



FOUNDER
Peter Salett



EXECUTIVE DIRECTOR
Erin Frederick



PROGRAM DIRECTOR
Amy DiPrima Forste



DIGITAL DIRECTOR
Earl Dos Santos



SUMMER INTERN
Kashi Nikore



FALL INTERN
Alice Grinnell

ADVISORY BOARD



Connie Britton
Actor, Producer & Activist



Josh Charles
Actor & Activist



Billy Crudup
Actor



Laura Dawn
Art Not War



Joel de la Fuente
Actor & Activist



Kelly Convors-Fowler
Virginia Delegate



Jason George
Actor, Producer & Activist



Colin Greer
President of New World Foundation



Chris Lu
Political Strategist



Whit Jones
Lead Locally



Tim Murphy
Author & Activist



Edward Norton
Actor, Filmmaker & Activist



Piper Perabo
Actor & Activist



Denielle Sachs
The Tembo Group



Chris Sampson
EVP Programming at Superfly

2019 HOMETOWN ENERGIZERS

Well known cultural leaders (artists, actors, athletes) who volunteer their time to participate in local politics and initiatives in their Hometown. Whether in person at a community event or online through heightened visibility on social media, we provide a larger platform for local voices to be heard and inspire a more active, engaged, educated electorate.



CONNIE BRITTON
Hometown:
Lynchburg, VA



WANDA SYKES
Hometown:
Hampton Roads, VA



JASON MRAZ
Hometown: Mechanicsville, VA



TIG NOTARO
Hometown: Jackson, MA



PATTON OSWALT
Hometown: Sterling, VA



ERIN MCKEOWN
Hometown:
Fredericksburg, VA



JENNY HAN
Hometown:
Richmond, VA



MESHELL NDEGEOCELLO
Hometown: Hopewell, VA



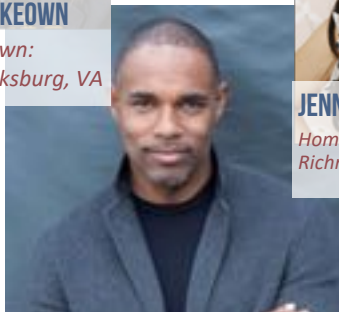
MICHAEL SHANNON
Hometown: Lexington, KY



JOAN OSBORNE
Hometown: Anchorage, KY



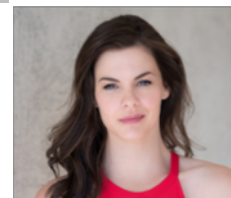
MARK RUFFALO
Hometown: Virginia Beach, VA



JASON GEORGE
Hometown: Virginia Beach, VA



JIM JAMES
Hometown: Louisville, KY



HALEY WEBB
Hometown: Woodbridge, VA



SKIPP SUDDETH
Hometown: Danville, VA

**2019
ENERGIZERS**

**2019
CANDIDATES**

HAMPTON ROADS



WANDA SYKES



Martha Mugler
VA, HD 91



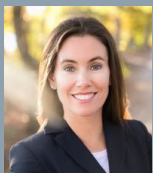
Len Myers
VA, HD 81



Nancy Guy
VA, HD 88



MARK RUFFALO



Missy Cotter-Smasel
VA, SS 8



Kelly Fowler
VA, HD 21



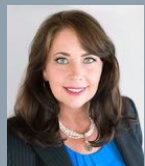
JASON GEORGE



Cheryl Turpin
VA, SS 7



Alex Askew
VA, HD 85



Karen Mallard
VA, HD 84

NORTHERN VIRGINIA



PATTON OSWALT



John Bell
VA, SS 13



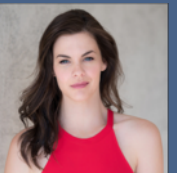
Justin Hannah
VA, Loudon
County
Sheriff



Wendy Gooditis
VA, HD 10



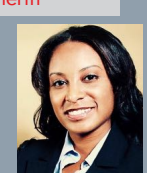
Ian Serotkin
VA, Loudon
County
School Board



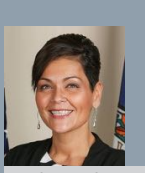
HALEY WEBB



Kenny Boddey
Board of County
Supervisors



Jennifer Carroll Foy
VA, HD 2



Hala Ayala
VA, HD 51

**2019
ENERGIZERS**

**2019
CANDIDATES**

RICHMOND AREA



JASON MRAZ



Ghazala Hashmi
VA, SS 10



Morgan Goodman
VA, HD 55



Debra Rodman
VA, SS 12



Rodney Willett
VA, HD 73



**MESHELL
NDEGEOCELLO**



Lindsey Doherty
VA, HD 62



Amanda Pohl
VA, SS 11



Sheila Bynum-
Coleman
VA, HD 66

FREDERICKSBURG & OTHER AREAS



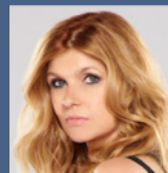
ERIN MCKEOWN



Qasim Rashid
VA, SS 28



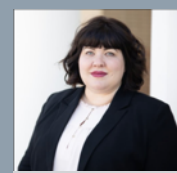
Joshua Cole
VA, HD 28



CONNIE BRITTON



Amy Laufer
VA, SS 17



Jennifer Woofert
VA, HD 22



SKIPP SUDDETH



Eric Stamps
VA, HD 14

WE PROVIDE A CLEAR, MUCH NEEDED BENEFIT TO LOCAL CANDIDATES

- Drive traffic to website and social media pages
- Boost morale among campaign volunteers and staff
- Generate press and awareness about candidates
- Reach key demographics in a new way
- Provides a creative and fun way for voters to learn more about candidates' goals as a community leader
- Energizes voters and motivates voter turnout

The Hometown Project is a brilliant concept, and it really helped to energize volunteer and voter enthusiasm. Everyone loved your song, and they especially loved your special "Ghazala" cap! My campaign holds many special memories for me, and your contribution is one of those very distinct ones. Thank you for taking the time and making the effort to create a video on my behalf; I know that it made a real difference in my campaign!

Ghazala Hashmi
Virginia State Senator
District 10

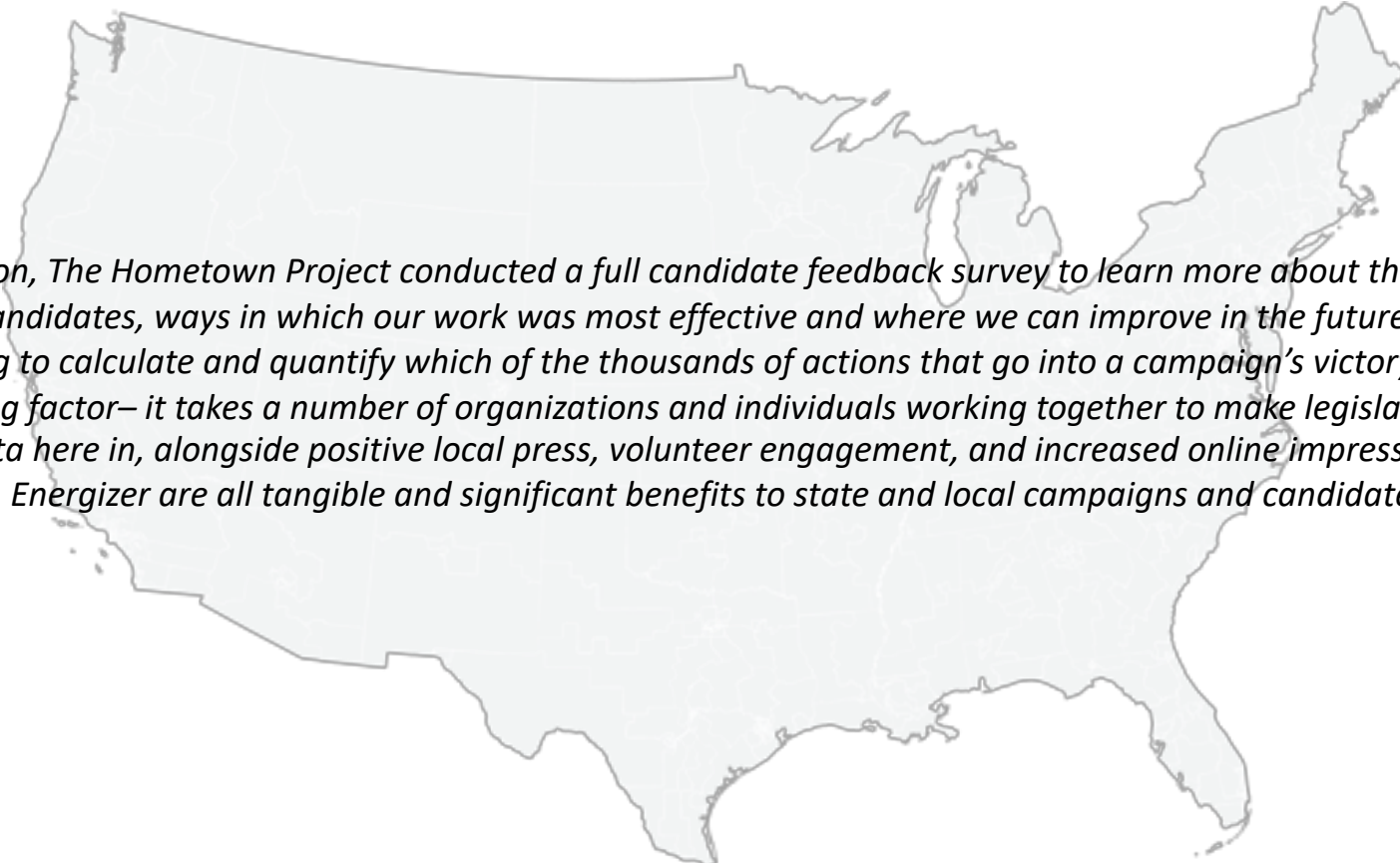
Thanks again for making a difference and helping us flip Virginia blue. You were crucial to our victories and in helping us get closer to taking the 84th District!

Karen Mallard

This was a great experience! Thank you for supporting our campaign and generating excitement! We thought this was going to be a tight race, however we won with over 1,000+ votes! We can attribute that to you helping us out via social media and the thousands of people who watched your video for us! Thank you for caring, and thanks for getting involved!

Joshua Cole
Virginia House of Delegates
District 28

2019 DATA AND IMPACT

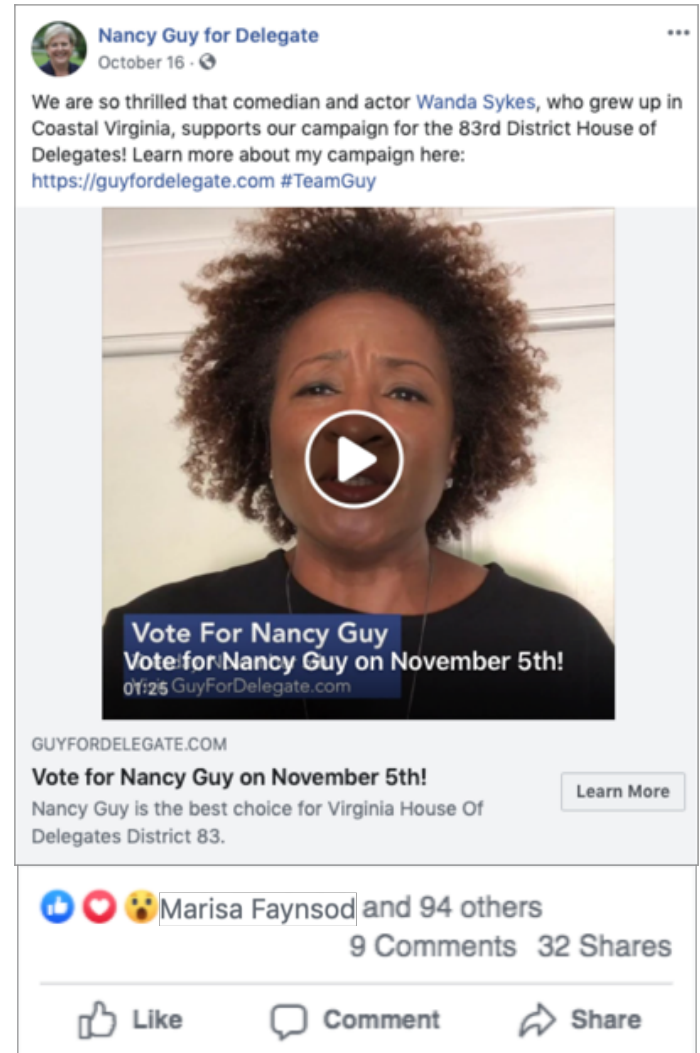


Post-election, The Hometown Project conducted a full candidate feedback survey to learn more about the specific needs of candidates, ways in which our work was most effective and where we can improve in the future. It is challenging to calculate and quantify which of the thousands of actions that go into a campaign's victory is the determining factor— it takes a number of organizations and individuals working together to make legislative change. But the data here in, alongside positive local press, volunteer engagement, and increased online impressions by a Hometown Energizer are all tangible and significant benefits to state and local campaigns and candidates.

ROI CASE STUDY: NANCY GUY HD-83

- Nancy Guy won by just 40 votes
- In a district with ~22k total voters, we reached 14,612 people in her district and drove 217 people to her website for only \$317 in paid ads.
 - Full Stats:

Amount Spent	\$317.98
People Reached	14,612
ThruPlays	3,633
Unique Outbound Clicks	217
Post Shares	27
Post Engagements	8,659
- Organic post reached an additional ~2K individuals in Virginia plus additional engagements and shares.



A screenshot of a Facebook post from the page "Nancy Guy for Delegate". The post is dated October 16 and features a video thumbnail of Wanda Sykes. The text of the post expresses excitement that comedian Wanda Sykes supports the campaign for the 83rd District House of Delegates. Below the video is a blue call-to-action button that says "Vote For Nancy Guy" and "Vote for Nancy Guy on November 5th!". The post also includes a "Learn More" button and engagement statistics: 9 comments and 32 shares.

Nancy Guy for Delegate
October 16 · 🌐

We are so thrilled that comedian and actor [Wanda Sykes](#), who grew up in Coastal Virginia, supports our campaign for the 83rd District House of Delegates! Learn more about my campaign here: <https://guyfordelegate.com> #TeamGuy

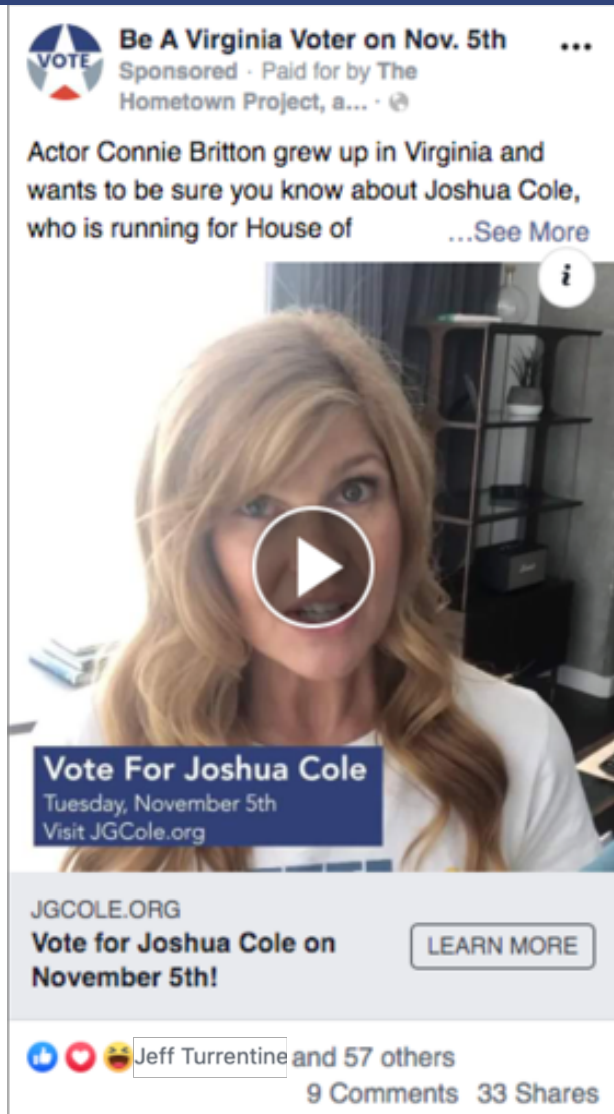
Vote For Nancy Guy
Vote for Nancy Guy on November 5th!
01:25 GuyForDelegate.com

GUYFORDELEGATE.COM
Vote for Nancy Guy on November 5th!
Nancy Guy is the best choice for Virginia House Of Delegates District 83. [Learn More](#)

👍❤️👤 Marisa Faynsod and 94 others
9 Comments 32 Shares

👍 Like 💬 Comment ➦ Share

UNIQUE & PERSONAL AD CREATIVE



The image shows a Facebook advertisement for Joshua Cole. At the top left is a 'VOTE' logo with a star. The headline reads 'Be A Virginia Voter on Nov. 5th' with a 'Sponsored' tag and 'Paid for by The Hometown Project, a...'. The main text says 'Actor Connie Britton grew up in Virginia and wants to be sure you know about Joshua Cole, who is running for House of ...See More'. Below the text is a video thumbnail of a woman with blonde hair, with a play button icon overlaid. At the bottom of the video is a blue call-to-action box that says 'Vote For Joshua Cole', 'Tuesday, November 5th', and 'Visit JGCole.org'. Below the video is the website 'JGCOLE.ORG' and the text 'Vote for Joshua Cole on November 5th!' with a 'LEARN MORE' button. At the very bottom, it shows social media icons and the text 'Jeff Turrentine and 57 others' and '9 Comments 33 Shares'.

- Our Facebook / Instagram creative content was personal and unique, which led to **much higher engagement than other programs**
- Each post led with Energizer(actor, musician etc) , emphasized connection to hometown, and quickly named candidate to **boost Name ID and awareness**
- Our clear call-to action led to **high click-through rates of 2.5%** (most programs see under 1% CTRs)
- Because our content was so unique & compelling, and used familiar faces, we saw a **cost per share of less than \$10** (it's common for broad persuasion programs to be \$50-100/share)

VIRGINIA PAID ADS AND GEOTARGETING



- For less than \$8K spent, our paid Facebook & Instagram ads:
 - reached over 275K people in key districts in Virginia
 - drove 6,691 outbound clicks (\$1.19 / click) to candidate websites,
 - Generated 66,542 15-second video views (\$0.12 / view)
 - And had 808 shares (\$9.89 / share)



- **Advanced Targeting:** We were able to **geo-target districts based on district shapefiles**, so we reached individuals in-district specifically (unlike zip code targeting, which most programs use and has varying overlap of districts)
- We targeted using broad liberal interests, which allowed us to reach voters who are normally missed. Most broad persuasion programs see low engagement, yet our approach in using well-known faces saw high engagement, click-through rates and low cost per reach
 - E.g. The FB targeting below for a Mark Ruffalo video allowed us to target liberal-leaning people from WaPo readers to Feminists to PBS viewers, while also targeting Mark's fans

Interests: MSNBC, The New York Times, The Washington Post, NPR,
People Who Match: CNN, Mark Ruffalo, The Rachel Maddow Show, Feminism or PBS,
Behaviors: Likely engagement with US political content (liberal)

ORGANIC SUMMARY



- **Twitter** - We saw a significant number of views and organic engagement on Facebook and twitter. We did not run paid ads on Twitter, we only capitalized on organic reach on this platform.
- Our top three energizers combined for 16.5M followers on Twitter alone, each put out 3 videos- this national reach emphasizes our mission to promote down-ballot races.



- The energizers with large Facebook followings - Jason Mraz (12M) & Mark Ruffalo (3.6M) - tended to drive the highest share of organic reach on this platform
- **Facebook / Instagram** give percentage breakdowns down at the state level for video minutes watched



- By using this breakdown, we estimate **238K** people were reached in Virginia via organic and **141K** people were reached within candidates' districts

ONLINE ENGAGEMENT & COMMENTS PROVE CONTENT RESONATED



Kim Billiot Johnson @berly2300 · Oct 14

Replying to @iamwandasykes @MarthaMugler

Thank you for this! I'm new to the area and was trying to decide who to support. Your post helped.



stephanie @Seannse · Oct 14

Replying to @iamwandasykes @MarthaMugler

Helloooooo from the TIDEWATER area! 😊



Laura Swanson

Thank you Jason for this song! I'm 7 months pregnant and have knocked on 300+ doors for Debra's campaign so my kids can have a safer, healthier life in VA. This video inspired me to keep working these next 2 weeks!

24m Love Reply Message



Len Myers for Delegate

We are so honored to be supported by hometown comedian Wanda Sykes!! Thanks to Hometown Project for making it happen!

1w Like Reply



Raket Alcoser Replied · 1 Reply



Natasha Jackson

Thank you for getting the word out. I trust Wanda Sykes, so he has my vote!

2d Like Reply Message



Kimberly Caroon

I absolutely love Wanda Sykes! I never knew until now she grew up in Portsmouth Virginia. I hope that someday I will be honored by meeting this Wonderful Woman. I grew up in Chesapeake.

3d Like Reply Message



Jose Silver

STANCIL ST! Much younger days.

1w Like Reply



Dave Williams

He's got my vote! ❤️ 1

22h Love Reply Message



Carol Lyman

Vote for Alex Askew! Go, Alex!

1w Like Reply



Anita L. Munden

Will do 👍

1w Like Reply



Shirley Ann

I will

1w Like Reply



Dewitt Taborn

Didn't know Jason George was from the

NATURAL RAPPORT WITH INFLUENCERS AND CANDIDATES



ERIN MCKEOWN @erinm... · 11/5/19

just a reminder, i'm supporting the awesome @QasimRashid for state sen district 28. watch this lil vid to see why!!
#Virginia #VirginiaVotes
#Virginiaelections

Qasim Rashid, Esq. · 10/16/19

This is awesome.

Listen to why singer & songwriter Erin McKeown, who cares deeply about our community, is supporting our campaign!
#RashidForVA



Jason Winston George

@JasonWGeorge

Gotta show extra love to my #homegirl @DelegateFowler

She is a #sexualassault #survivor who now has to survive the lies and character assassinations of her opponent PHOTOSHOPPING her into pictures with gang members

#muchlove Kelly!

#staystrong and never stop fighting!

Del. Kelly Conlirs-Fowler · Oct 17

ICYM:

Listen to why actor @JasonWGeorge, who cares deeply about our community, is supporting our campaign! Thanks for the shout out Jason!



0:41 1.8K views



Michael Bowman @michaelbowman · 1h

Jim James said my name.
hyperventilating

But, seriously, thank you to these awesome Kyians for helping get the word out about THIS year's elections! 2 days.

#TeamKentucky

KFTC @kftc · 1d

The 2020 national election is getting a lot of attention but KYians #MichaelShannon, @joan_osborne, and @jimjames are reminding you not to forget about important state races happening this Tuesday.

Learn more at KentuckyElection.org before you go vote on Nov. 5!



2019 DEMOGRAPHICS

3 STATES

15 ENERGIZERS

33 CANDIDATES

The Hometown Project and our electoral partners support and give voice to progressive, diverse candidates who are connected to their communities and have a proven record of constructive, positive work within their districts. We make a dedicated effort to ensure diversity of our candidates from many perspectives including gender, age, and ethnicity. Our goal is to ensure that our candidates are informed, balanced representatives and reflections of the community they serve.

CANDIDATES	ENERGIZERS
33 TOTAL CANDIDATES	36% ENERGIZERS ARE PEOPLE OF COLOR
42% CANDIDATES OF COLOR	42% ENERGIZERS IDENTIFY AS LGBTQ
61% WOMEN CANDIDATES	42% WOMEN ENERGIZERS

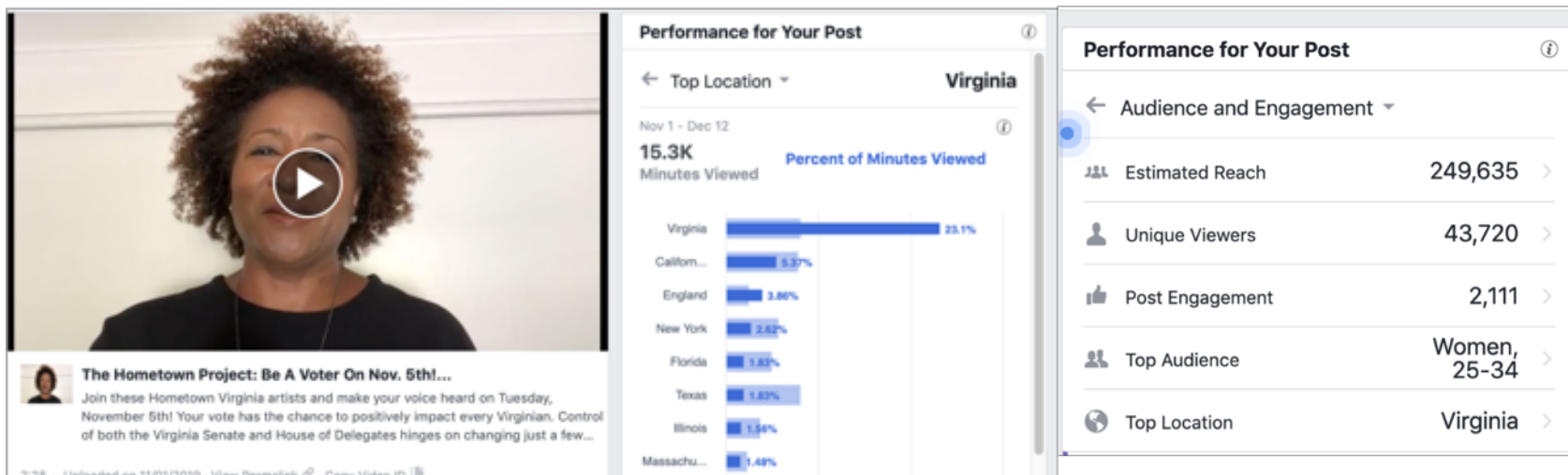
*The **Connie Britton** video provided a unique opportunity for digital engagement and fundraising. It also allowed us to key in on needed demographics in suburban women and young people familiar with her work and activism.*

~John Bucy III
Texas State Representative
District 136

VIRGINIA MARGINS	
3 of our races were determined by a margin of less than	500 VOTES
6 of our races were determined by a margin of less than	1,000 VOTES
11 of our races were determined by a margin of less than	1,500 VOTES
17 of our races were determined by a margin of less than	2,500 VOTES

AUDIENCE DEMOGRAPHICS

By strategically matching influencers with audiences using a cross section of demographics, we are able to target reach of specific groups of voters across paid and organic posts.



HOMETOWN IN KENTUCKY AND MISSISSIPPI

This year we did additional work in Mississippi and Kentucky support a select few candidates. Because we are a 501c4, and not a PAC, we have to operate on the independent expenditure side and so cannot coordinate directly with candidates nor the instate party. This can be remedied in the future with more resources to become a PAC or if we operate as a paid vendor of a PAC operating in the state, the state party or other.

ENERGIZERS

CANDIDATES

MISSISSIPPI



TIG NOTARO



Brandon Rue
MS, HD 102

KENTUCKY



JIM JAMES



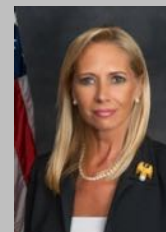
JOAN OSBORNE



MICHAEL SHANNON



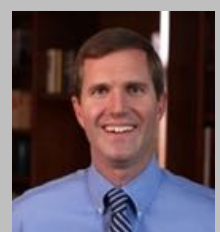
Michael Bowman
KY, State Treasurer



Sheri Donahue
KY, State Auditor



Jacqueline Coleman
KY, Lt. Governor



Andy Beshear
KY, Lt. Governor

LOOKING AHEAD AND 2020

The Hometown Project plans on using the momentum of our work in 2017, 2018 and 2019 to pursue wide ranging goals for 2020.

Its clear we provide a much needed benefit to local candidates, our grass roots partners, and well-known influencers who ready to make meaningful change in communities.

In 2020, The Hometown Project can:

- Expand Electoral line of work across more states.
 - Building power and influence at the state level will have reverse coattail effect in 2020
 - 10 Energizers in each state/ 10 states / each with 10+ Electoral College votes
- Activate Cause-based Advocacy Program – focused online campaigns and programs with volunteer, donor and voter facing campaigns.
- Build earned revenue model to capture buy in/ skin in the game/ a seat at the table for state parties and major national partners (Planned Parenthood Action Fund, NDRC, CPD etc) This ties in well to both cause based advocacy *and* electoral.
- Build funding base of support for 2020 initiatives.



LET'S ALL SUPPORT OUR HOMETOWN CANDIDATES





THANK YOU

THE HOMETOWN PROJECT

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Founder & Chair of Advisory Board
peter@thehometownproject.org

Erin Frederick
Executive Director
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ADVISORY BOARD

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