



# THE HOMETOWN PROJECT



A high-angle photograph of a large, diverse crowd of people walking down a wide, tree-lined street. The crowd is dense and fills the entire width of the road. In the lower-middle part of the crowd, a white van is visible with the text "Altrusa of Gainesville" on its side. The street is lined with lush green trees and foliage. In the background, a building with a red roof is partially visible on the left. A red octagonal stop sign is visible on the right side of the street in the lower right corner. The overall scene suggests a community event, parade, or a large gathering of people.

**Connecting cultural leaders  
to their hometowns to help  
educate & motivate voters  
in local elections.**



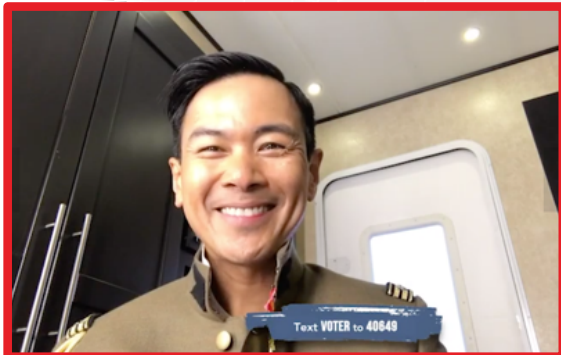
# ABOUT THE HOMETOWN PROJECT

Founded in 2017, The Hometown Project is a political advocacy organization helping 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



## MEET TINA



Tina is a mom in a suburb of Ohio who sometimes votes every four years but rarely votes for any position other than the president.

Like many, she feels there is a dizzying array of candidates down the ballot, she doesn't know their names, what they stand for nor what the office is responsible for.

Even in a presidential election year, **more than 30% of voters fail to complete their ballot.**

## MEET PHIL

Phil is an executive, civic leader, husband and father who is running to represent his community in the Ohio State Legislature.

He believes Ohio should be a place where small businesses can thrive, and where an investment in education can yield a more positive future for the next generation in Ohio.

In his campaign this year, Phil will have a tough time breaking through the noise and reaching individuals in his community. He will struggle with meager funding, little name recognition and competing airwaves during a presidential campaign year.



**In a heavily gerrymandered battleground district, Phil needs help reaching key voters this fall.**

# MEET MOLLY



Molly is a successful actor, comedian and mother who hails from Northeast Ohio.

She is passionate about progressive values and wants to help elect candidates who share those values.

She cares deeply about Ohio and recognizes that her voice has value and impact, especially in her hometown.

What if we unite the power of Molly's voice, to advocate for candidates like Phil, to motivate voters like Tina?



# **SOLUTION:** The Hometown Project engages trusted messengers to:

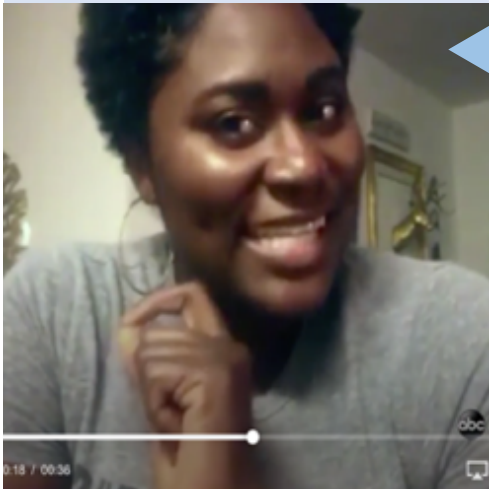
## **VOLUNTEER**

their time to bring visibility to local politics and candidates in their hometown.



## **TRAVEL**

(when possible) to their hometown to bring positive energy to local candidates and their campaigns.



## **MAKE VIDEOS**

for specific local candidates to heighten the profile of the candidate, their issues and concerns, and the importance of the local election.



## **INSPIRE**

a more active, engaged, and educated electorate.

# 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 to inspire, motivate and educate the electorate



# 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 the 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***

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

This was a great experience! Thank you for supporting our campaign and generating excitement! We knew this was going to be a tight race, and we won with just 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***



# 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**  
Lynchburg, VA



**MARK RUFFALO**  
Kenosha, WI



**WANDA SYKES**  
Hampton Roads, VA



**BILLY CRUDUP**  
Fort Lauderdale, FL



**JASON MRAZ**  
Mechanicsville, VA



**JOEL DE LA FUENTE**  
Evanston, IL



**TIG NOTARO**  
Jackson, MS



**DANIELLE BROOKS**  
Greenville, SC



**PATTON OSWALT**  
Sterling, VA



**DANIELLE PANABAKER**  
GA, SC, PA, TX & IL



**PHILLIPA SOO**  
Libertyville, IL



**JASON GEORGE**  
Virginia Beach, VA



**JIM JAMES**  
Louisville, KY



**JENNY HAN**  
Richmond, VA



**MESHELL NDEGEOCELLO**  
Hopewell, VA



**MOLLY SHANNON**  
Shaker Heights, OH



**J.R. RAMIREZ**  
Lutz, FL



**JOAN OSBORNE**  
Anchorage, KY



**ADRIAN GRENIER**  
Santa Fe, NM



**MICHAEL SHANNON**  
Lexington, KY



**JOE LO TRUGLIO**  
Margate, FL



**ELIZABETH REASER**  
Bloomfield Hills, MI



**PIPER PERABO**  
Toms River, NJ



**DAVID WAIN**  
Shaker Heights, OH



**KATE WALSH**  
Tuscon, AZ



**EMILY V. GORDON**  
Triad Area, NC



**RON LIVINGSTON**  
Marion, IA



**LISA LOCICERO**  
Grosse Pointe, MI



**ERIN MCKEOWN**  
Fredericksburg, VA



**BETH DOVER**  
Valrico, FL

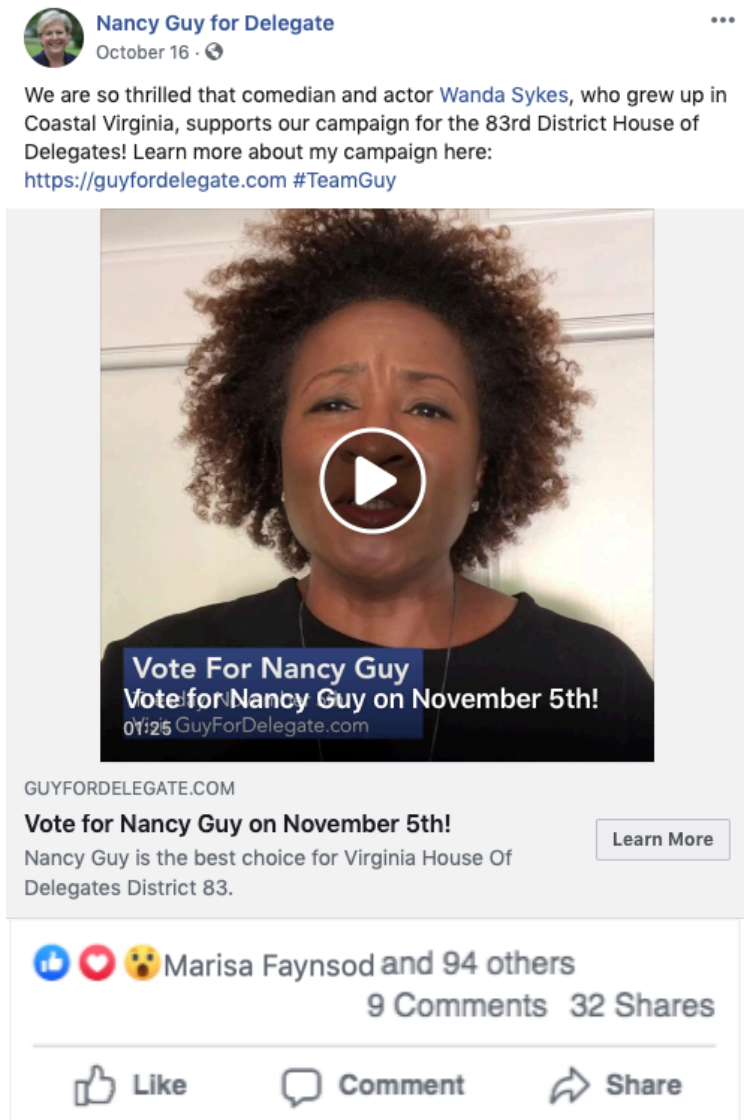
# ROI CASE STUDY: NANCY GUY HD-83

- We ran content as targeted ads and **reached over 16,000** people in a district with **~22,000 total voters**.
- Candidate Nancy Guy won by just 40 votes

- 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 of a woman with curly hair. The video has a play button overlay and a caption that reads "Vote For Nancy Guy" and "Vote for Nancy Guy on November 5th!". Below the video, the text "GUYFORDELEGATE.COM" is visible, followed by "Vote for Nancy Guy on November 5th!" and "Nancy Guy is the best choice for Virginia House Of Delegates District 83." There is a "Learn More" button. At the bottom, it shows "Marisa Faynsod and 94 others" with "9 Comments" and "32 Shares". The interaction bar at the very bottom includes "Like", "Comment", and "Share" buttons.

**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

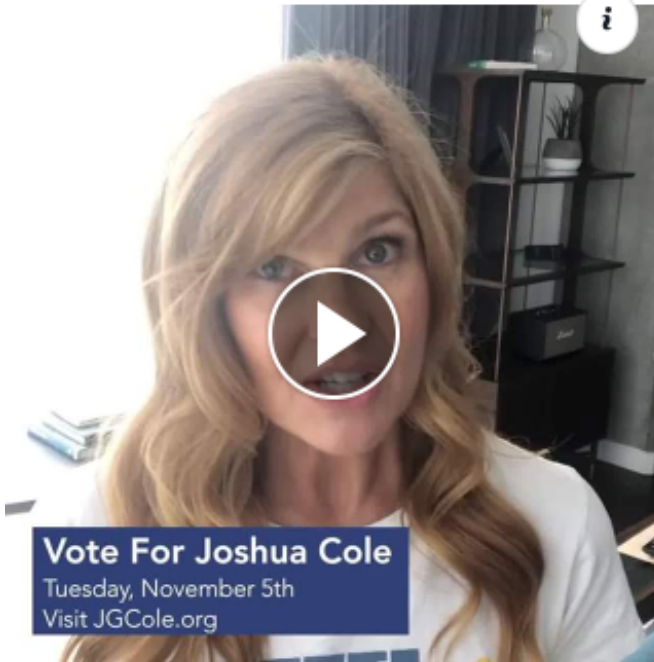
👍 Like    💬 Comment    ➦ Share



# UNIQUE & PERSONAL AD CREATIVE

 **Be A Virginia Voter on Nov. 5th** ...  
Sponsored · Paid for by The  
Hometown Project, a... · 🌐

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](#)



**Vote For Joshua Cole**  
Tuesday, November 5th  
Visit [JGCole.org](http://JGCole.org)

JGCOLE.ORG  
**Vote for Joshua Cole on November 5th!** [LEARN MORE](#)

👍❤️😂 Jeff Turrentine and 57 others  
9 Comments 33 Shares

- All of our videos are positive and do not mention opponents
- Each post led with Energizer (actor, musician etc) , emphasized connection to hometown, and quickly named candidate to **boost Name ID and awareness**
- Brief bio of candidate/ shared values / local issues/ Hometown feel (*doesn't look and feel like a political ad*)
- All have a clear call-to action

# BUT WAIT...WHY DO LOCAL ELECTIONS MATTER?

If you care about...



Medicaid expansion



Gun safety and local policing laws



Public Education funding



Women's health and reproductive rights



Green initiatives and clean energy



Housing and neighborhood rezoning



Voting laws involving voting locations, hours, and access

State and local elected officials determine the fate of these issues

And the dollars needed to flip one of these local seats is a fraction of the cost of a federal election.



# SAMPLE GOTV AND CANDIDATE CAMPAIGNS

Danielle Brooks in South Carolina

Jason Mraz in Virginia

Jason George in Virginia

2019 Why Virginia Matters GOTV Video

2018 Midterms: Your Voice Matters, Your Vote Matters

# WHY YOU ARE HERE

FORMATS | CHALLENGES | AUDIENCES | FRESH IDEAS | TONE

- Over the last three election cycles we have, for the most part, produced low-fi, short form, direct to camera content and we have seen a higher engagement rate than other organizations' content that was more costly to produce.
- We feel the need to build original, templated concepts and scripts this year, and to explore a range of creative ideas formats that we can scale across a few crucial swing states. In this new COVID world, audiences are used to seeing well-known people in their homes and casual situations, which in previous years was one way that our low-fi content was unique.
- We also want to be sure the content grabs viewers' attention right away, as statistics show that many people will only watch for around 3 seconds even when they are interested in the well known person from their hometown.
- In exploring concepts, keep in mind that we also need to consider the limited time commitment that actors can give to this effort, as they too are volunteers. If they create extra content it should not be a heavy lift, it should feel fun/rewarding. Our "Hometown Energizers" shoot their selfie videos on their smartphones, using a teleprompter app where we've uploaded their specific script.

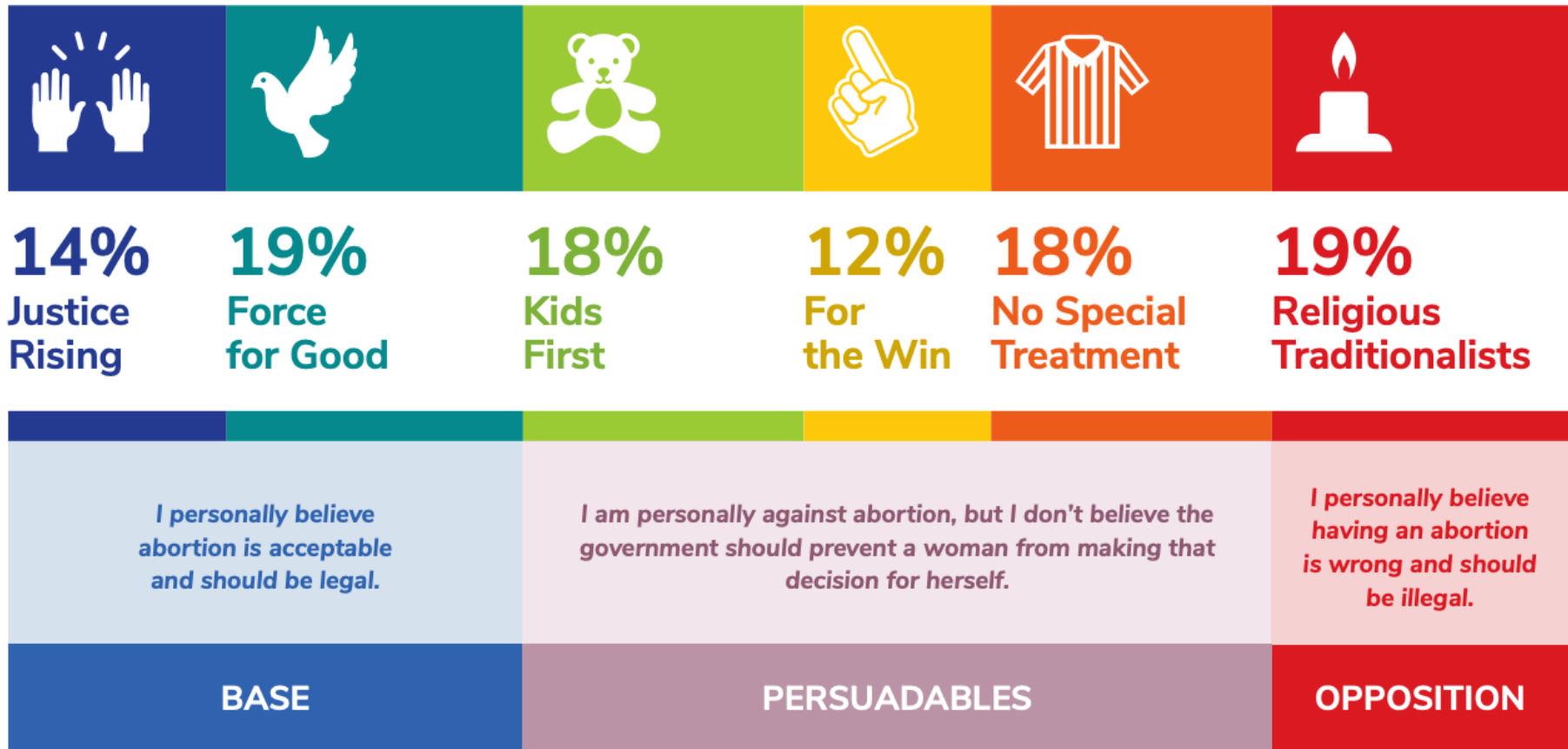


# AUDIENCE

The first step in any culture change strategy is knowing who we are talking to and who we should be reaching. Audience segmentation is a strategic tool that provides insight into who is with us and who we can reach and persuade.

This particular audience segmentation work and study, done by our friends at Story at Scale, was based on gender justice. While support for legal abortion is by no means the only important gender justice issue, it is a bellwether, and can be applied across various issues. These six groups fall very discretely into three camps.

Segmentation sometimes tempts us to customize a narrative for each audience. But that results in storytelling that is confusing, inauthentic, and inefficient. The true power of segmentation is coalition building. We should be telling stories about the future we want—and plan—to live in. To ensure that our stories reach our audiences, we need to know what we want to say and who our audiences are.





## Justice Rising 14%

*Creative leftists who want safety and freedom*



## Force for Good 19%

*Thinking leftists who want progress and equality*



## Kids First 18%

*Parents and grandparents who want their kids to grow up well*



## For the Win 12%

*Leaders who want to have a good time and to win*



## No Special Treatment 18%

*Rule-followers who want recognition and achievement*



## Religious Traditionalists 19%

*Born again Christians who want security, conformity, and power*



[Learn more about these Audiences](#)

[Take the quiz to see what audience you are in](#)



# POSSIBLE 2020 ENERGIZERS/CANDIDATES



**RENEE ELISE GOLDSBERRY**  
*Bloomfield Hills, MI*

supporting



**JULIA PULVER**

*MI, HD 39*  
*Wolverine Lake, Wixom, Commerce,*  
*West Bloomfield*



**JUDY GREER**

*Livonia, MI*

supporting



**LAURIE POHUTSKY**

*MI, HD 19 Livonia*



**LIZZO**

*Detroit, MI*

GOTV and  
supporting



**GARY PETERS**

*US Senate MI*

# PRIORITY HOMETOWN ENERGIZERS | MICHIGAN

## Actors

Gillian Anderson  
Lance Barber  
Kristin Bell  
Elizabeth Berkley  
Selma Blair  
Betsy Brandt  
Chasten Buttigieg  
David Burtka  
Terry Crews  
Jeff Daniels  
Patch Darragh\*  
Paul Feig  
Vivica Fox  
Renée Elise Goldsberry\*  
Judy Greer  
Paul Walter Hauser  
Jeff Hephner  
Ken Jeong  
Keegan- Michael Key  
Christine Lahti  
Matthew Lillard  
Lisa LoCicero\*\*  
Loni Love

## Actors cont.

S. Epatha Merkerson  
Jaime Ray  
Elizabeth Reaser\*\*  
Crystal Reed  
Sam Richardson  
Tim Robinson  
Dax Shepard  
J.K. Simmons  
Lily Tomlin  
Toni Trucks  
James Wolk\*  
Steven Yeun

## Director

Michael Moore

## Musicians

Bazzi  
Gregg Alexander  
Garrett Borns  
Anthony Kiedis  
Lizzo  
Madonna  
Marshall Mathers  
Queen Naija  
Iggy Pop  
Mike Posner  
Boots Riley  
Bob Seger  
Sufjan Stevens  
Paul Stookey  
Brian Vander Ark  
Jack White  
Stevie Wonder

## Authors

Lisa McMann  
Terry McMillan

## Athletes

Magic Johnson  
Chris Chelios  
Draymond Green  
Kyle Kuzma  
Kyle Mack

## You Tubers

Tyler Oakley  
Demetrius Harmon

## Fashion

Kate Upton  
Anna Sui

*\*2020 Confirmed Hometown Energizers*

*\*\*2018 Hometown Energizers*

## IN BREAKOUT SESSION | WE WILL COVER THE FOLLOWING

In breakout groups, come up with list of concept ideas for different formats (image & text, b-roll video, selfie video etc) that we must motivate and/or persuade to win this fall.

### ELECTORAL

- Name of candidate
- District running in
- Values/ Priorities of candidate
- Hometown connection
- Candidate bio

### GOTV

- Turnout- Importance of voting
- Importance of voting all the way down ballot
- Information on where polling place is or how to vote by mail, deadlines etc



# THANK YOU AND FOLLOW-UP

Share best ideas from small group break out sessions.

We welcome all who want to draft and further the top concepts for the 2020 election cycle!