



CASE STUDY

TURNING THE TIDE WITH ADVOCACY

Saving & Expanding

*Louisiana
Scholarship
Program*



THE ISSUE

When one of the most anti-school choice Governors in the nation set out to destroy the Louisiana Scholarship Program, the American Federation for Children stood up and rewrote the script for thousands of underprivileged kids across the state. AFC turned to Go BIG Media to mobilize a grassroots and legislative campaign to create an echo chamber that the Governor could not ignore.

OUR STRATEGY



PUT THEM ON THE DEFENSIVE

We launched a TV and radio campaign that hit heavy and fast, garnering tons of earned media, and forcing the Governor to hold a press conference to address our campaign against his decision to cut the program.



SURROUND THEM WITH THE MESSAGE

Our digital campaign delivered 2,000,000 display impressions and 1,500,000 video views targeting the most likely to engage with our message online: advocates and citizens affected by the program cut. Through precise geofencing, we ensured our creative was 3x more likely to be seen by political influencers than by any other audience.



ACTIVATE LEGISLATORS

We launched a targeted phone advocacy campaign and delivered 115,000 direct mail pieces to chronic voters in the districts of legislators who were either key supporters of the program or whose support for school choice was wavering, flooding their offices with 20,000 phone calls demanding they stand up to the Governor's actions.

THE RESULT

Rather than getting cut, our client successfully expanded the program. With the help of a targeted and persuasive advocacy effort, AFC worked tirelessly to mobilize a grassroots and legislative campaign that secured \$40 million dollars to expand the scholarship program and give low income children a shot at a great education and a bright future.



949

advocacy emails delivered to legislators



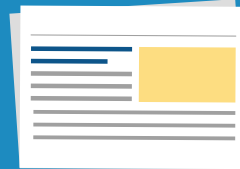
13,486

advocacy calls from parents & school choice advocates



3,096

website visits



30+

news reports & articles generated



115,000

total pieces of direct mail

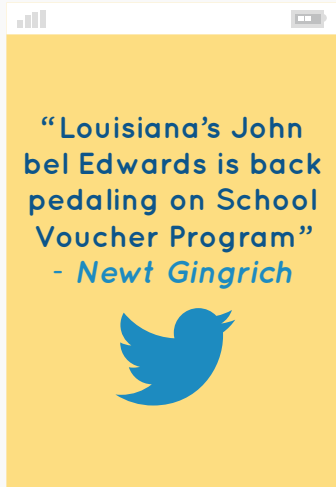
\$40 Million
in scholarships secured!



EARNED MEDIA

THE
ADVOCATE

Gov. John Bel Edwards “lied to us” voucher advocacy group says in new TV ad



THE
DAILY
CALLER

Louisiana Deserves Better Than A Governor Who Champions Mediocre Schools

The Washington Times

Pro Voucher Group Hits Governor for cut proposal in TV ad

& WORLD REPORT
U.S. News

John Bel Edwards is back pedaling on school choice

THE
HAYRIDE

LFC clearly touched a nerve with John Bel Edwards



To learn more about how
Go BIG Media can help your
campaign contact us at
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