

TWENTY YEARS OF BALLOT CAMPAIGN SUCCESS



Ballot measures are a permanent and increasingly influential part of American politics. Over the years, these campaigns have become more complicated, expensive and impactful. And more political. If you want to win your campaign, we have the winning team to help you succeed.

Why Rasky Baerlein?

We do ballot campaigns right. And we have a twenty-year undefeated record to prove it. Leveraging our expertise in public affairs, our strong relationships with government officials, our understanding of how the media works—and how to get it to work for you, and our campaign management skills, we have never lost a ballot campaign. That's 13 out of 13 wins at the local and state level in Massachusetts.

Ideas. Actions. Results.

STATE-WIDE CAMPAIGNS

2006

Defeated the passage of a question allowing licensing of local food stores to sell wine

Yes: 44% ✓ No: 56%

2000

Passage of question creating a state income tax deduction for charitable contributions

✓ Yes: 72% No: 28%

2000

Defeated passage of question creating a patients bill of rights in healthcare in Massachusetts

✓ Yes: 48% No: 52%

1998

Passage of question on reducing the investment income tax.

✓ Yes: 83% No: 17%

1994

Passage of a measure to maintain the state's mandatory seatbelt law

✓ Yes: 59% No: 41%

1990

Defeated initiative to outlaw use of private consultants on state projects

Yes: 45% ✓ No: 55%

LOCAL CAMPAIGNS

2006

Sharon: Town meeting article to approve zoning change

✓ Yes: 73% No: 27%

2002

Winchester: Proposition 2½ Override

✓ Yes: 59% No: 41%

2001

Boston: Community Preservation Act

Yes: 43% ✓ No: 57%

1995

Holyoke: Approval of casino gaming referendum

✓ Yes: 62% No: 38%

1992

Shirley: Approval of facility siting

✓ Yes: 63% No: 37%

1989

Rehoboth: defeat of facility siting

Yes: 18% ✓ No: 82%

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Our Undefeated Record

We have never lost a campaign because we:

- Possess years of experience in planning and executing statewide campaigns
- Specialize in political campaigns that intersect with business and the media
- Successfully collaborate and partner with a diverse leadership team of pollsters, paid media firms and campaign managers
- Understand state politics, demographics and media markets

Our Goals Help You Win

Our fundamental goal for every campaign is to develop and execute a winning strategy. Key elements include:

- Research and polling
- Framing, building credibility and persuading voters through message development
- Earned and paid media placements
- Social media
- Grassroots mobilization
- Constituency recruitment, third party endorsements
- Direct mail / phone banks
- Election day operations

Through partnerships we provide multiple campaign functions that range from polling and research to media buying and placement.

Let us help you win your ballot campaign. We can get out the vote, in your favor.

