

**Q3 Mission 2016: Campaign Briefing**  
*with*  
*Jeb 2016 Senior Staff*

October 26, 2015

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# Welcome & State of the Race

Sally Bradshaw

## 5 things you need to know right now....

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1- Press obsession with process  
will not determine primary  
outcome

2- Race will remain fluid for some  
time because... voters have A.D.D.

3- Fundamentals matter

4- Cash matters

5- Discipline matters

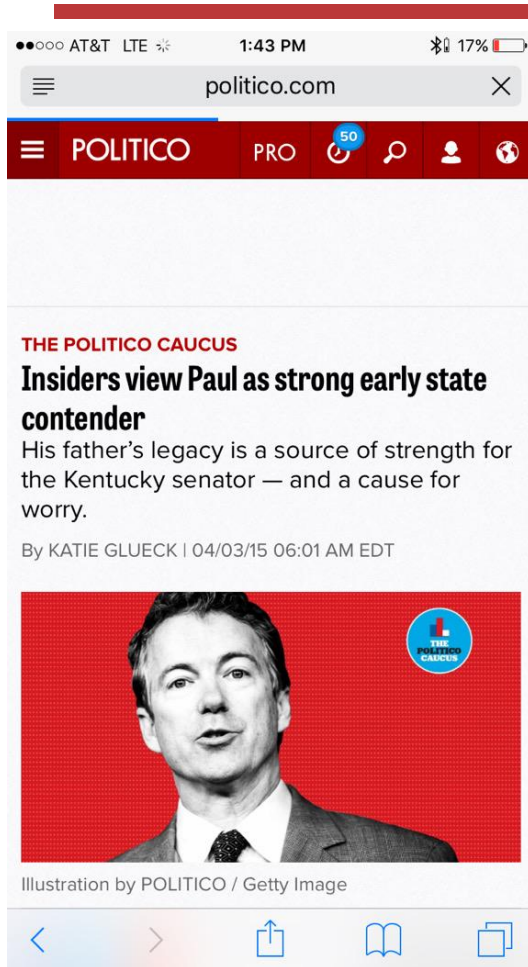
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**Jeb!**  
2016

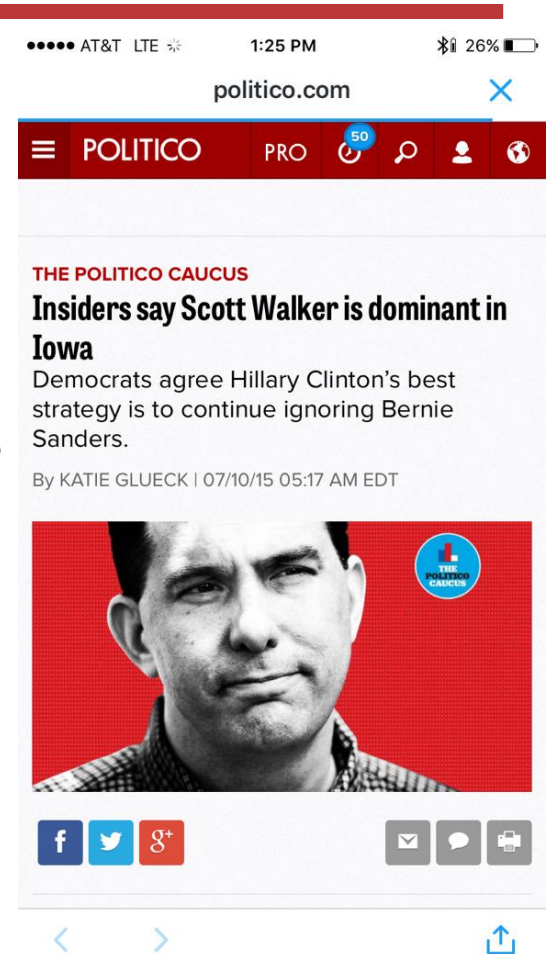
**Jeb!**  
2016

# Press obsession with process will not determine primary outcome.....



**Daily Mail, From February 25, 2015:**  
Scott Walker grabs early GOP front-runner status, pulling away from the field and crushing Jeb Bush

**CNBC, From July 7, 2015:**  
Why Chris Christie may have an edge in GOP race



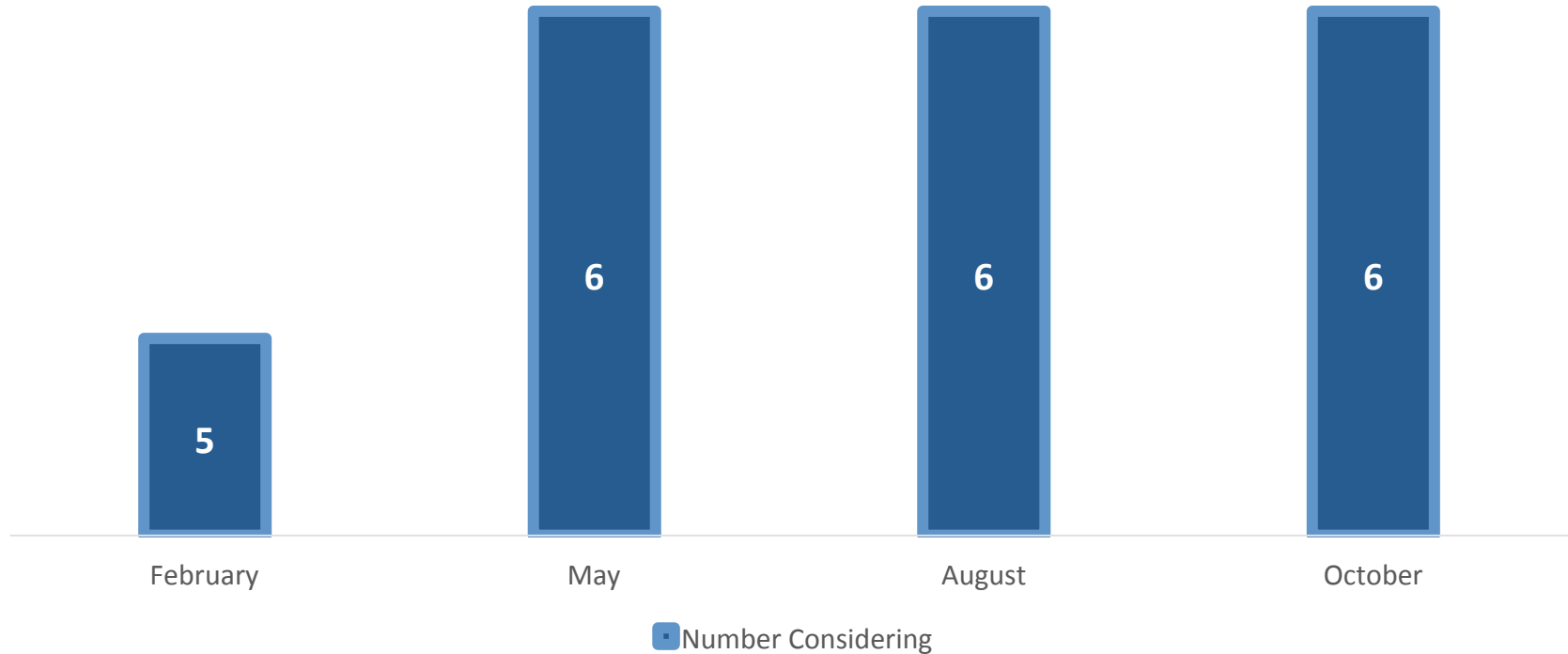


Race will remain fluid for some time because...voters have A.D.D.

# Voters Have Not Decided Yet

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Average Number of Candidates Being Considered



On October 25 of the prior year —

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## 2004 CYCLE

**Wesley Clark** leads the Democratic field by **5 points**. He'll lead for **1 more day**.

## 2008 CYCLE

**Hillary Clinton** leads the Democratic field by **26.3 points**. She'll lead for **111 more days**.

**Rudy Giuliani** leads the Republican field by **10.2 points**. He'll lead for **74 more days**.

## 2012 CYCLE

**Herman Cain** leads the Republican field by **1 points**. He'll lead for **17 more days**.

2004 polling data uses polls from Gallup. 2008 and 2012 data are Real Clear Politics polling averages. Photos are from the Associated Press.

**Fundamentals matter....**

# Grassroots Efforts

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- Eight early state offices....37 early state staff.
- Over one million direct, targeted voter contacts:
  - Over 200,000 of which have been volunteers calls in the early states.
- Over 1,100 endorsements.
  - Jeb has more endorsements from Members of Congress than any other candidate in the race, including the four sitting U.S. Senators running.
- Student organizers on over 300 college campuses in 44 states.
- Organizing for February and beyond....

## Cash Matters....



	<u>CASH</u>		<u>RAISED</u>		<u>BURN RATE</u>		<u>EXPENSES</u>	
	CoH as of 9-30		Q3	YTD	Q3	YTD	Q3	YTD
Jeb!	\$10.0 mil*		\$13.1mil	\$24.8 mil	87.8%	58.6%	\$11.5 mil	\$14.5 mil
marcorubio	\$9.7 mil*		\$5.1 mil	\$14.6 mil	90.2%	52.7%	\$4.6 mil	\$7.7 mil
ROMNEY	\$14.7 mil		\$14.2 mil	\$32.8 mil	86.6%	55.4%	\$12.3 mil	\$18.2 mil
McCain	\$1.6 mil		\$5.2 mil	\$32.1 mil	105.8%	89.1%	\$5.5 mil	\$28.6 mil

\*Jeb/Rubio CoH Primary \$ only



## Discipline Matters....More of this!

"We are five million dollars in a year. It's not like we can make him for all the right reasons. It's not like we can make him for the matter is that every... is that Jeb has."

Kent Lucken, CB

But one Bush fundraiser who requested anonymity to speak freely said: "It feels very much like a death spiral, and it breaks my heart. I don't know anyone who wants to reinvest now." The campaign, this person added, has been "head-scratchingly bad in every element. I wouldn't be shocked in 60 days from now if he wasn't in the race."

*Washington Post, 10-23-15*



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# Campaign Update

Danny Diaz



# Opening

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**Best Candidate.**

**Best Record.**

**Best Vision.**

# What They Are Saying

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- **Hugh Hewitt:** “He’s Got The Best Resume Of Anyone In The Race.” (Meet The Press, 6/14/15)
- **George Will:** “His Record In Florida...Was Measuredly More Conservative Than That Of Ronald Reagan.” (Fox News Sunday, 6/14/15)
- **Fred Barnes:** “After Two Terms In Office, Bush Was Not Only The Best Governor In America, But Also The Most Conservative.” (Weekly Standard, 3/30/15)
- **David Drucker:** “[H]e is a serious, conservative reformer who has the experience and temperament to be an effective president from his first day in office.” (Washington Examiner, 8/7/15)

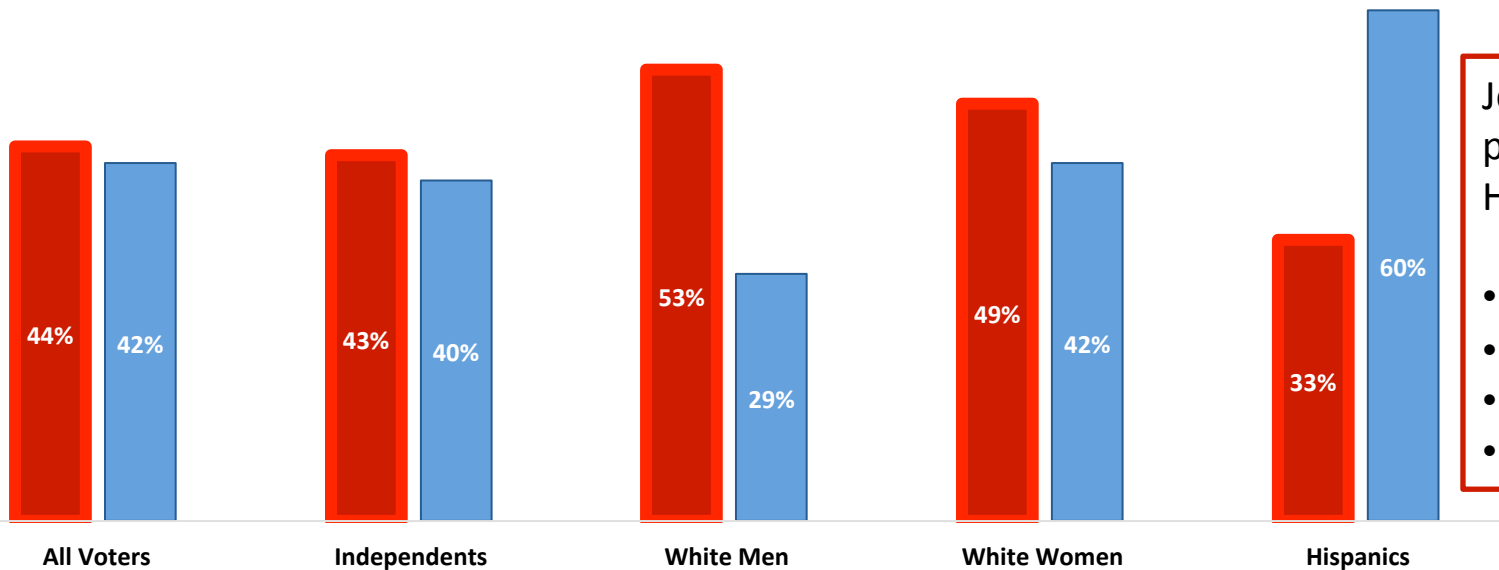
# Jeb Wins Key Segments

## *Independents, Women, Hispanics*

If The Election For President Were Being Held Today, And The Candidates Were Hillary Clinton The Democrat And Jeb Bush The Republican, For Whom Would You Vote?

ALL VOTERS

Bush Clinton

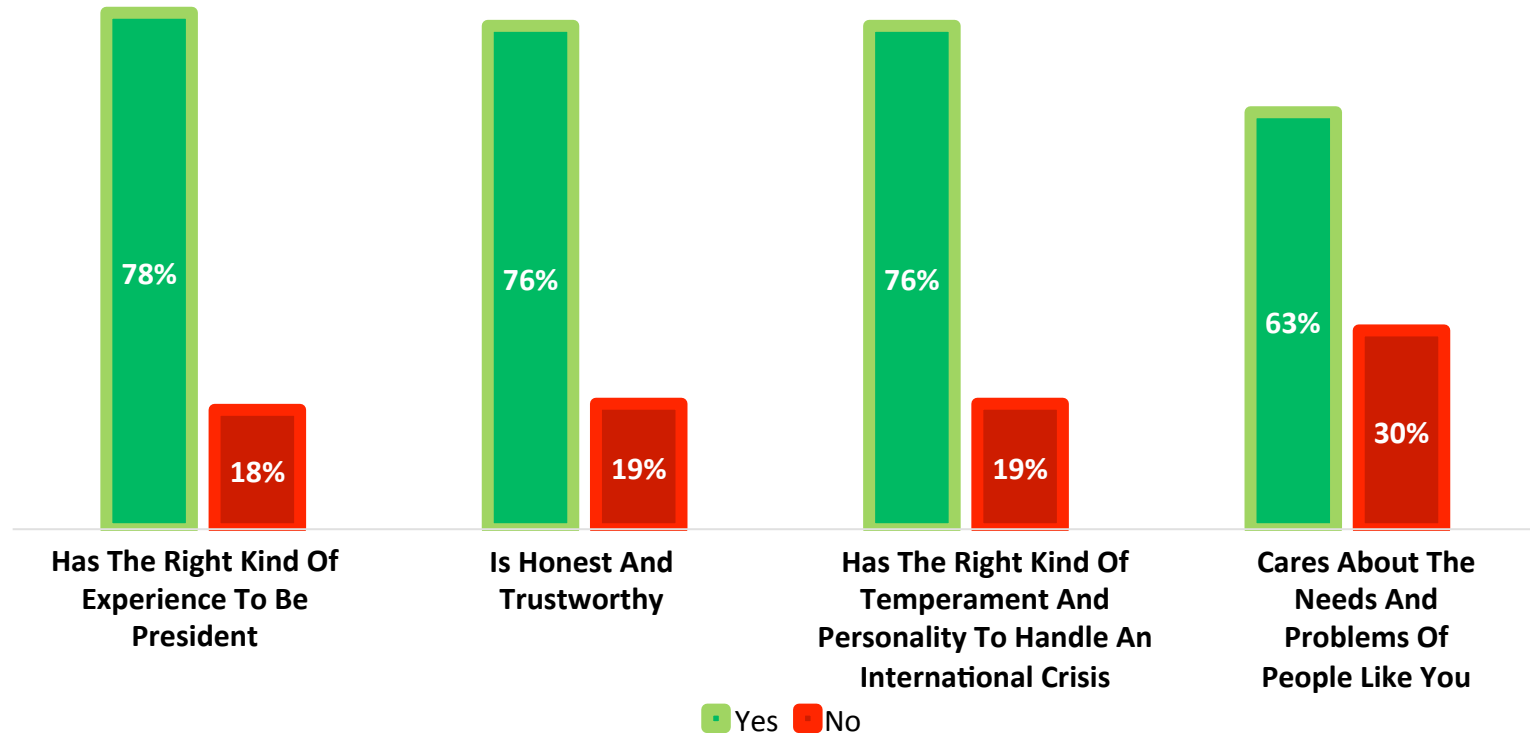


Jeb gets highest percentage of Hispanic vote:

- Rubio 26%
- Carson 23%
- Fiorina 22%
- Trump 22%

# Jeb's Presidential Qualities

Would You Say That Jeb Bush...  
REPUBLICANS



# New Hampshire

## *Primary Ballot Summary*

	Private Oct. 19-20	Bloomberg/ St. Anselm Oct. 15-18	FPU/Boston Herald Oct. 14-17	NBC/WSJ/ Marist Sept. 23-30
Donald Trump	26	24	28	21
Ben Carson	13	17	16	10
Jeb Bush	10	10	9	11
Marco Rubio	8	8	6	10
Carly Fiorina	4	7	10	16
John Kasich	10	7	6	6
Chris Christie	3	5	3	7
Ted Cruz	3	4	5	6
Rand Paul	4	4	5	5
Mike Huckabee	<1	1	2	1
Lindsey Graham	<1	1	<1	<1
Rick Santorum	1	1	<1	<1
Bobby Jindal	0	0	1	<1
George Pataki	n/a	0	0	<1
Jim Gilmore	n/a	0	--	<1
Someone else (vol.)	n/a	1	2	n/a
None of these (vol.)	4	2	--	n/a
Unsure	10	9	7	6

# New Hampshire

## *Primary Image Ratings Summary*

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	Private Oct. 19-20	Net Fav	Bloomberg/ St. Anselm Oct. 15-18	Net Fav	FPU/Boston Herald Oct. 14-17	Net Fav	NBC/WSJ/ Marist Sept. 23-30	Net Fav
Jeb Bush	59/36/5	+23	57/39/4	+18	57/37/6	+20	58/35/7	+23
Ben Carson	67/19/14	+48	74/14/12	+60	69/14/17	+55	69/13/17	+56
Carly Fiorina	60/22/5	+38	67/19/14	+48	60/18/22	+42	68/17/15	+51
Marco Rubio	62/21/17	+41	68/20/12	+48	59/19/22	+40	68/17/15	+51
Donald Trump	57/39/5	+18	58/39/3	+19	55/42/3	+13	47/47/6	--



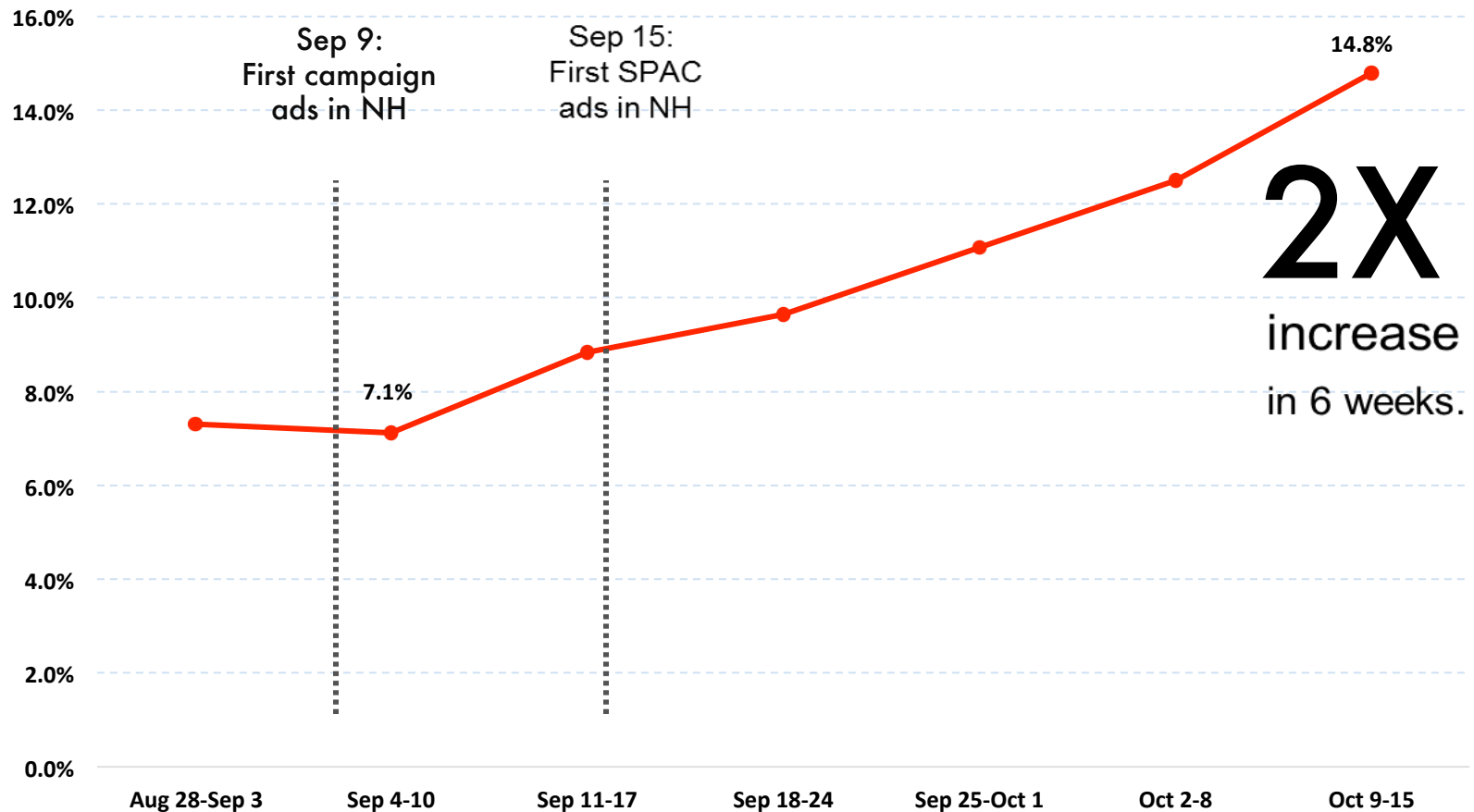
# New Hampshire Primary Voting Intentions

## *1<sup>st</sup> & 2<sup>nd</sup> Choice*

	1 <sup>st</sup> Choice (N=500)	2 <sup>nd</sup> Choice (N=500)	1 <sup>st</sup> & 2 <sup>nd</sup> Combined (N=500)
Donald Trump	26%	7%	33%
Ben Carson	13%	14%	27%
Jeb Bush	10%	12%	22%
John Kasich	10%	5%	15%
Marco Rubio	8%	11%	20%
Carly Fiorina	4%	7%	12%
Rand Paul	4%	3%	6%
Ted Cruz	3%	6%	10%
Chris Christie	3%	4%	8%
Rick Santorum	1%	1%	1%
Lindsey Graham	*	--	*
Mike Huckabee	*	1%	2%
Bobby Jindal	--	1%	1%
None/other	4%	10%	4%
Unsure	10%	15%	10%
Refused	2%	2%	2%

\*less than one-half of one percent

# New Hampshire Percentage Of Jeb Supporter Identifications From Voter Contacts



# Marco Is A Risky Bet

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- No accomplishments, negating hit against Hillary Clinton.
- Marco's "tomorrow versus yesterday" argument will be widely ridiculed by media while running against "first woman president."
- Misuse of state party credit cards, taxpayer funds and ties to scandal-tarred former Congressman David Rivera takes away line of attack on Hillary Clinton.
- Closeness with Norman Braman, who doubles as personal benefactor raises major ethical questions.
- Outside of lobbying and legal consulting, no credible experience beyond government.
- Never been in charge of anything larger than two dozen people.
- Those who have looked into the Marco's background in the past have been concerned with what they have found.

# Those Closest To Marco Choose Jeb

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- Rubio has only one endorser from Florida's Congressional delegation, Governor Bush has 11.
- Governor Bush has received the backing of eight former Speakers of the Florida House.
- Top Congressional Hispanic Floridians Mario Diaz-Balart, Carlos Curbelo and Ileana Ros-Lehtinen have endorsed Governor Bush.
- Twenty out of 26 GOP Senators in Tallahassee have endorsed Governor Bush; only two have endorsed Marco.
- Marco's former Senate campaign manager and others close to him have also joined Governor Bush' team.
- Marco hasn't received a single endorsement from a fellow U.S. Senator. Governor Bush has been endorsed by three, as well as 20 House members.

# Experience Matters

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- We need to offer a contrast to the current President. Hillary will pitch competence and experience. Marco is a GOP Obama.
- Rubio and President Obama have strikingly similar profiles: first-term senators, lawyers and university lecturers, served in part-time state legislatures for eight years, had few legislative accomplishments, and haven't shown much interest in the process of advancing legislation and getting results.

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# Polling Overview

Brenda Gianiny

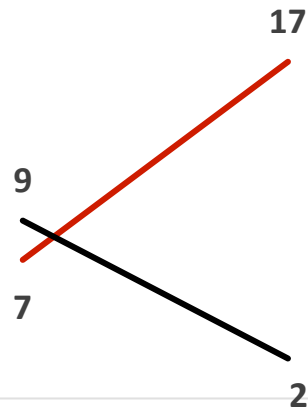


# New Hampshire Polling Numbers

Candidate	First Ballot Choice	Change since Oct. 1
Trump	24%	+3
Carson	17%	0
Bush	10%	+1
Rubio	8%	+3
Fiorina	7%	-3
Kasich	7%	-1
Christie	5%	+1
Cruz	4%	0
Paul	4%	0
Huckabee	1%	0
Santorum	1%	0
Graham	1%	0
Jindal	0%	0
Pataki	0%	0

# Jeb Taking Kasich Voters in NH

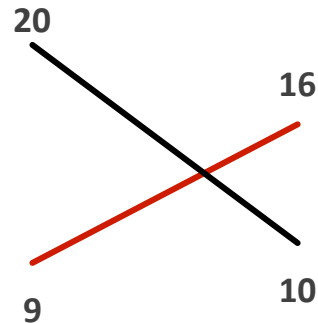
Under 45



August 26-September 2      September 23-30

— Bush — Kasich

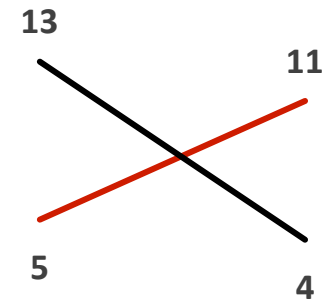
Moderates



August 26-September 2      September 23-30

— Bush — Kasich

Independents

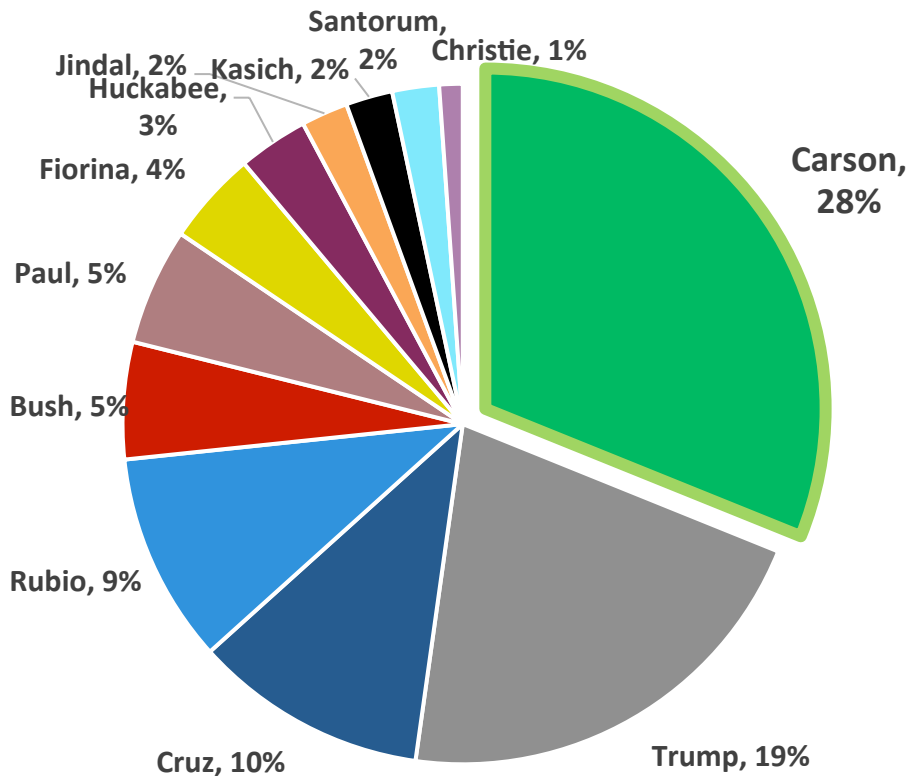


August 26-September 2      September 23-30

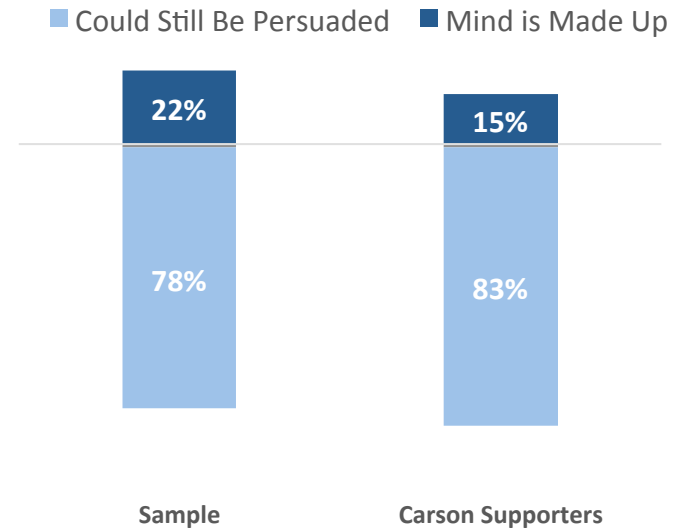
— Bush — Kasich

# Iowa Polling Numbers

Which one of the following Republicans would be your first choice for president?

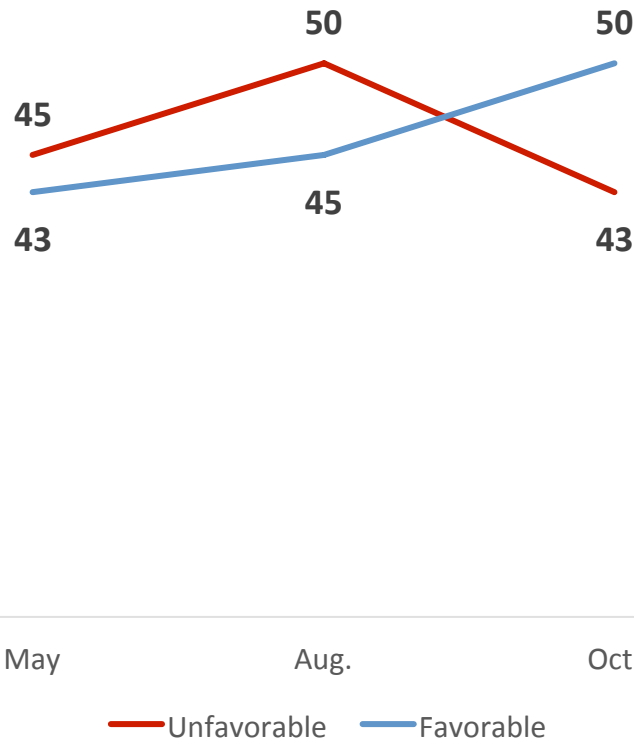


When it comes to your support of [CANDIDATE], would you say your mind is made up, or could you still be persuaded to name another nominee as your first choice?



# Jeb's Image in Iowa Improving

Jeb Bush Favorability

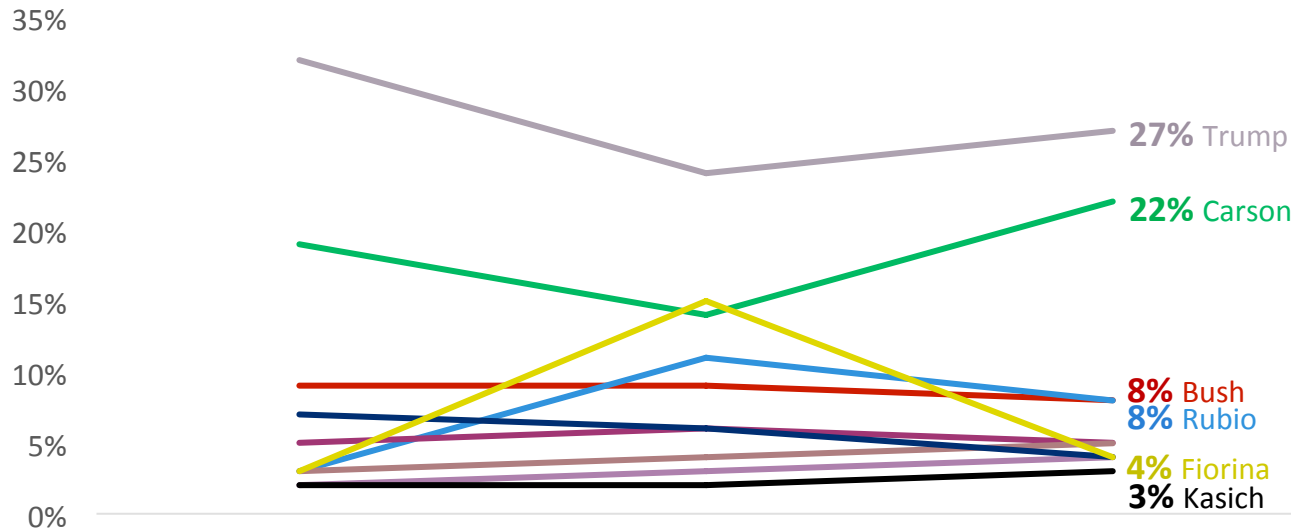


# 48%

Of those currently not voting for Bush say they “could support him for president”.

# Nationwide Ballot Trends

I'm going to read a list of people who may be running in the Republican primaries for president in 2016. After I read all the names, please tell me which of those candidates you would be most likely to support for the Republican nomination for president in 2016.



## Trends

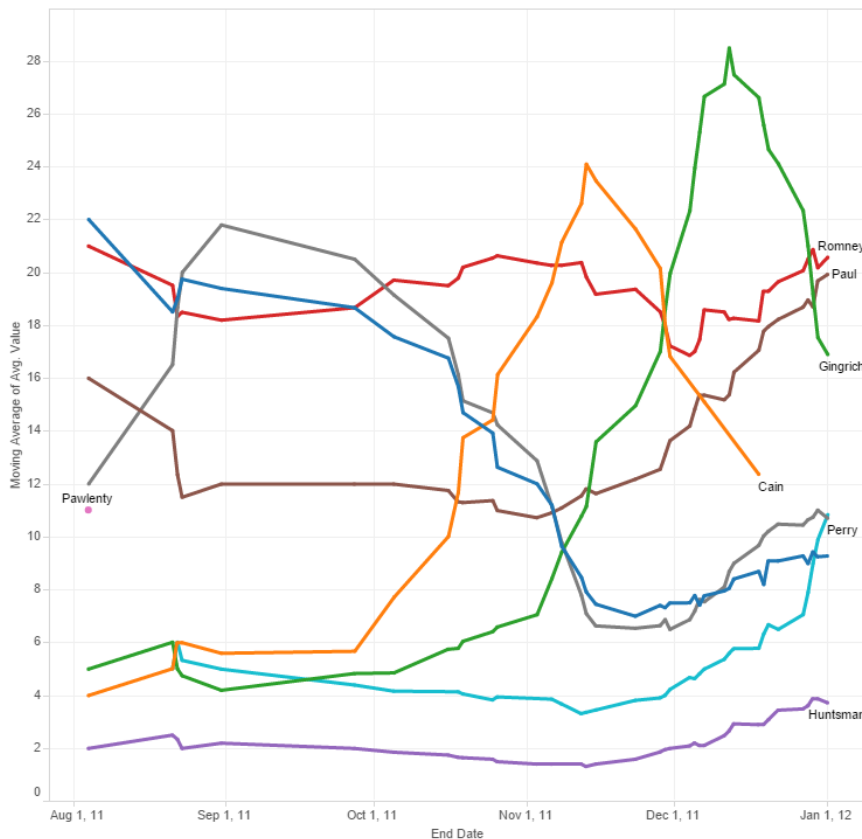
- **Bush** steady (-1).
- **Rubio** down 3 points.
- **Fiorina** down 11 points.

September 4-8      September 17-19      October 14-17

— Donald Trump    — Ben Carson    — Jeb Bush    — Marco Rubio  
— Mike Huckabee    — Rand Paul    — Chris Christie    — Ted Cruz  
— Carly Fiorina    — John Kasich

# Early Polls Are Volatile – 2012 GOP

2012 Primary Polling in Iowa



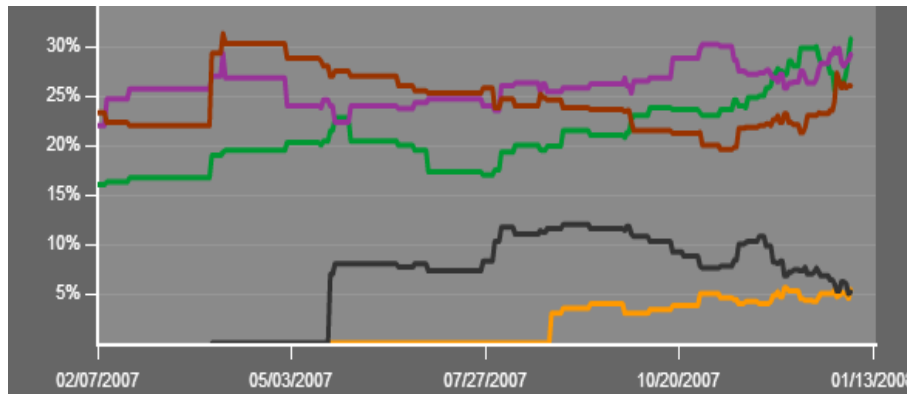
## Carousel of Frontrunners:

- **August** – Bachmann, Romney, and Perry
- **September** – Perry
- **October** – Romney
- **November** – Romney, Cain, and Gingrich
- **December** – Gingrich, Romney



# Early Polls Are Volatile – 2008 Dem

## 2008 Iowa Polls



Obama 31%  
Clinton 29%  
Edwards 26%

**Obama** doesn't take first Iowa lead until just over **one month** before the Iowa caucuses.

## 2008 National Polls



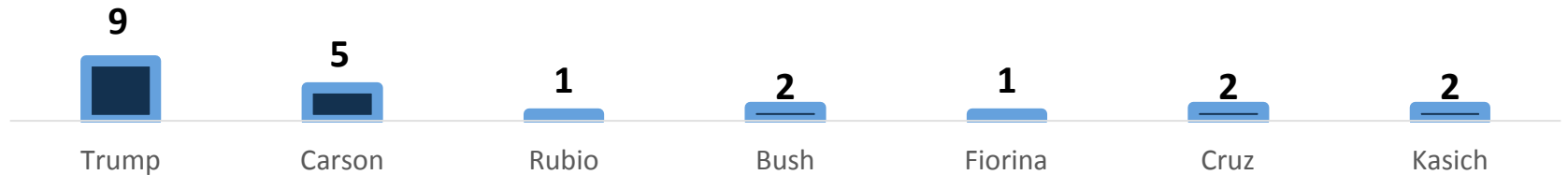
Obama 53%  
Clinton 41%

**Obama** doesn't take first national lead until after **Super Tuesday**.

# No Candidate Has Committed Voters

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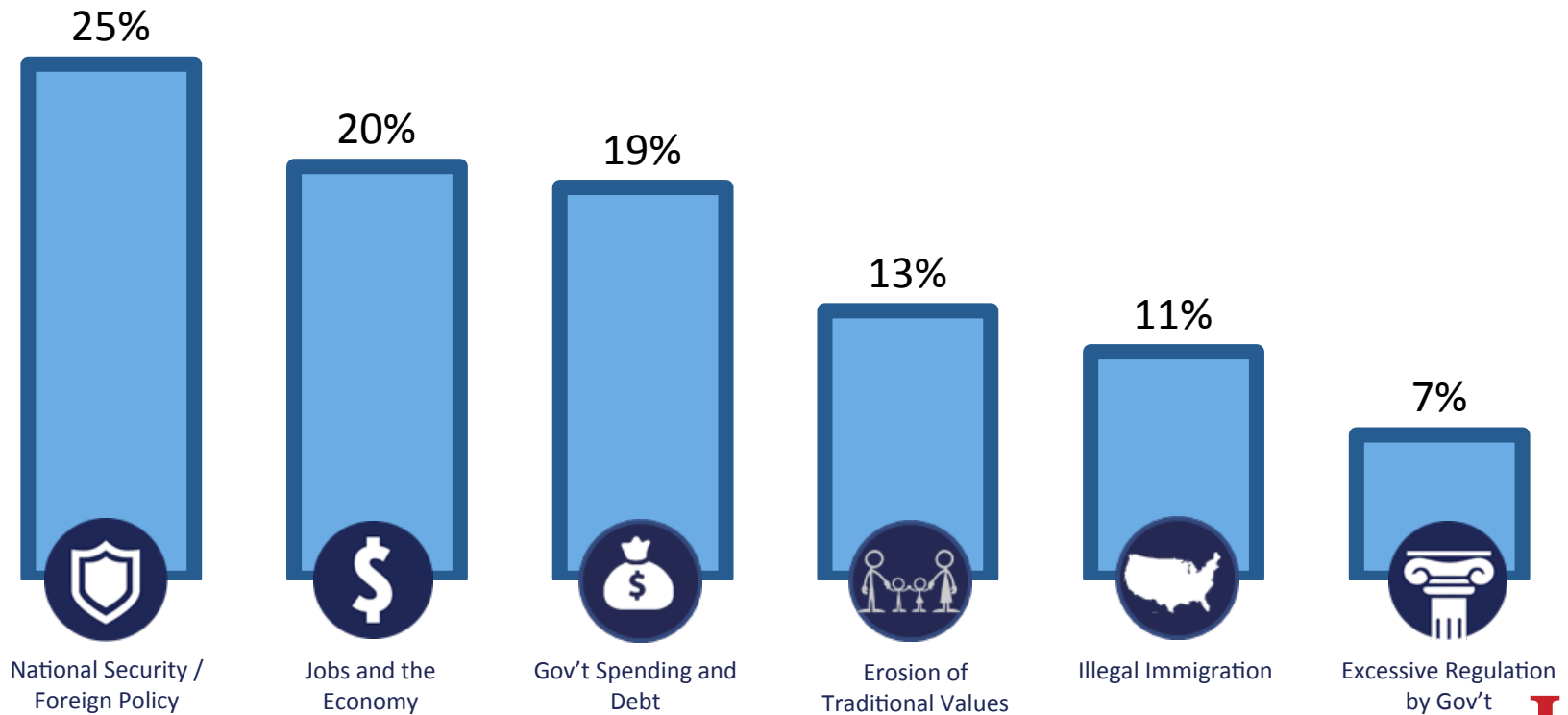
Strength of Ballot Support  
% Firmly Decided



# Top Issues:

## National Security, Economy, Gov't Spending

Most Important Issue or Problem when Choosing a Presidential Candidate



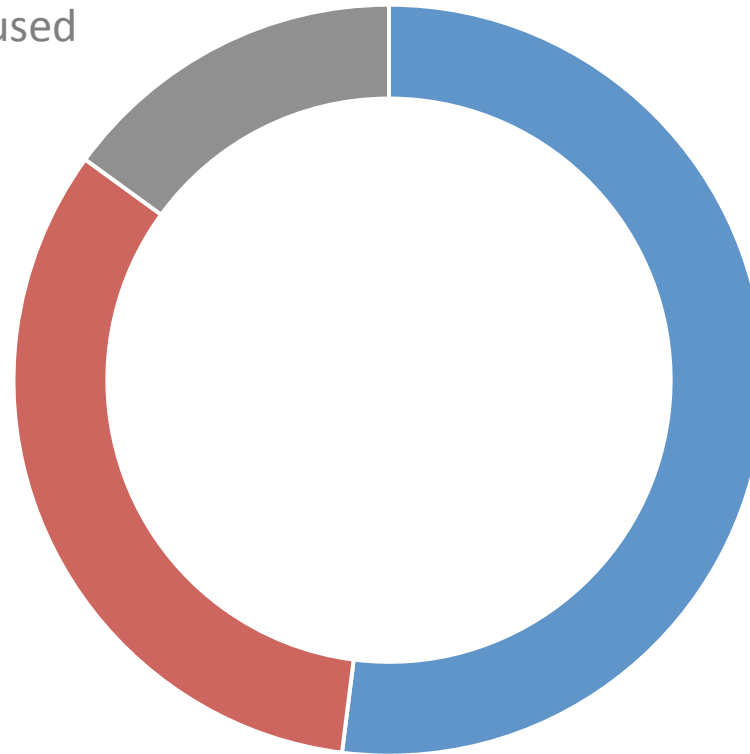
# National Security: Jeb Is Ready To Lead

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Point of View Closest to Your Own About Jeb Bush:

Unsure / Refused  
**15%**

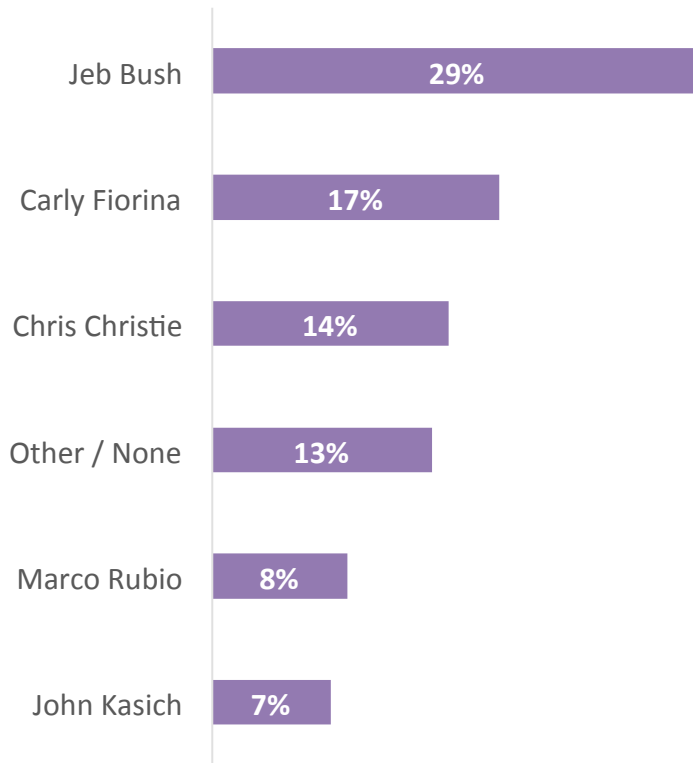
Will strengthen our  
military because he's been  
endorsed by 13 Medal of  
Honor recipients  
**52%**



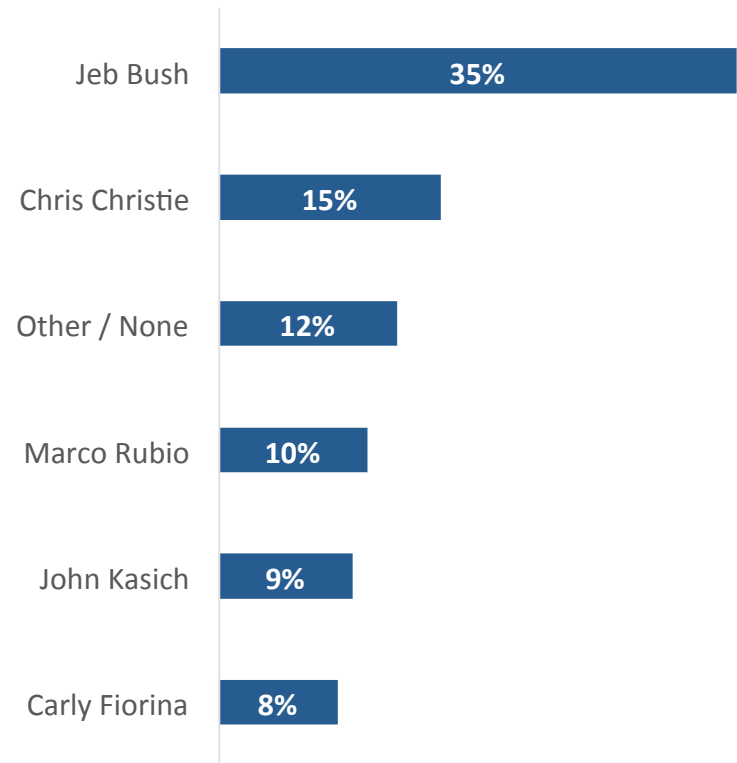
Unfortunately relies upon  
the same core military and  
foreign policy advisors that  
his father and brother  
used  
**33%**

# Jeb Top Pick On Economy

## Has Proven Experience Creating Jobs and Improving the Economy

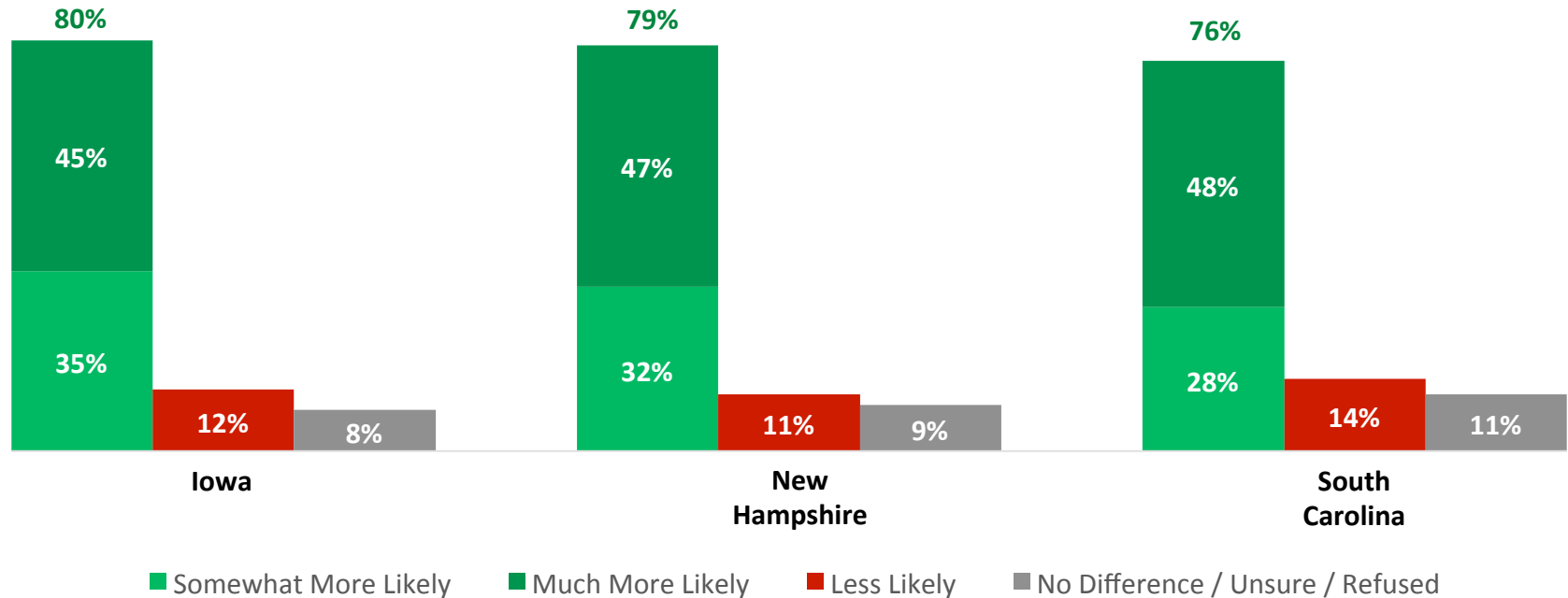


## Has Proven Experience Balancing Budgets, and Cutting Taxes and Spending



# Jeb's Message On Spending Works

Jeb Bush has proposed a series of reforms to change the political culture in Washington, D.C., including calling for a Balanced Budget Amendment, term limits and six year lobbying ban for former lawmakers, and a new law that would cut Congressmen and Senators' paychecks when they skip votes or hearings.

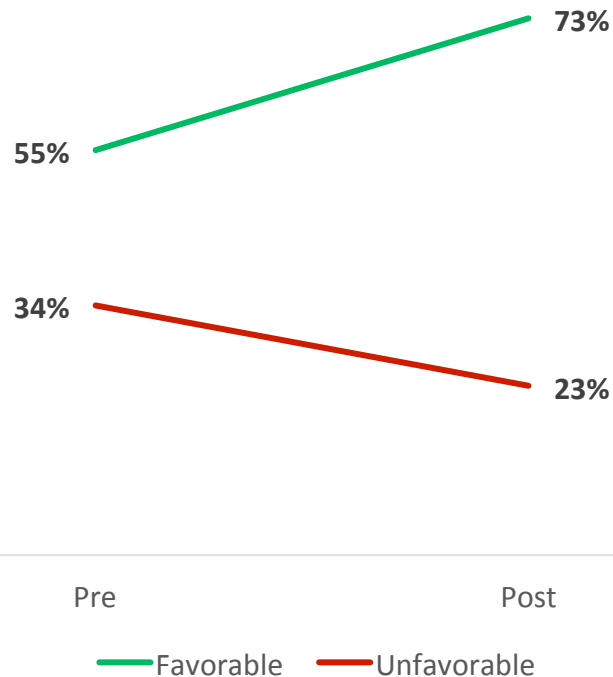


# Jeb's Accomplishments

	% Very Impressive	% Impressive
As governor, Jeb Bush used his line item veto power year after year to stop more than \$2 billion of wasteful spending by Florida legislators, even from his own party.	64%	91%
Jeb Bush balanced eight budgets while growing the state's budget reserves by \$8 billion.	60%	92%
As Governor of Florida, Jeb Bush fought the teacher's union to reform Florida schools; he tripled the number of charter schools; high school graduation rates in Florida increased by 50 percent and student reading scores dramatically improved.	59%	89%
Jeb Bush cut taxes every year while he was Florida Governor, totaling more than \$19 billion.	57%	90%
While Jeb Bush was governor, Florida created 1.3 million jobs and led the nation in job growth over the last five years he was in office.	54%	92%

# The Record Matters

Change in Impressions of Jeb Bush  
(Post Accomplishments)



## Best Messages in Combination

Line item veto to stop \$2 billion spending.

Fought the teacher's union to reform schools, graduation rates increased by 50%.

Funded new women's shelters; helped bring domestic violence crimes down by 27%.

Strongly pro-life.

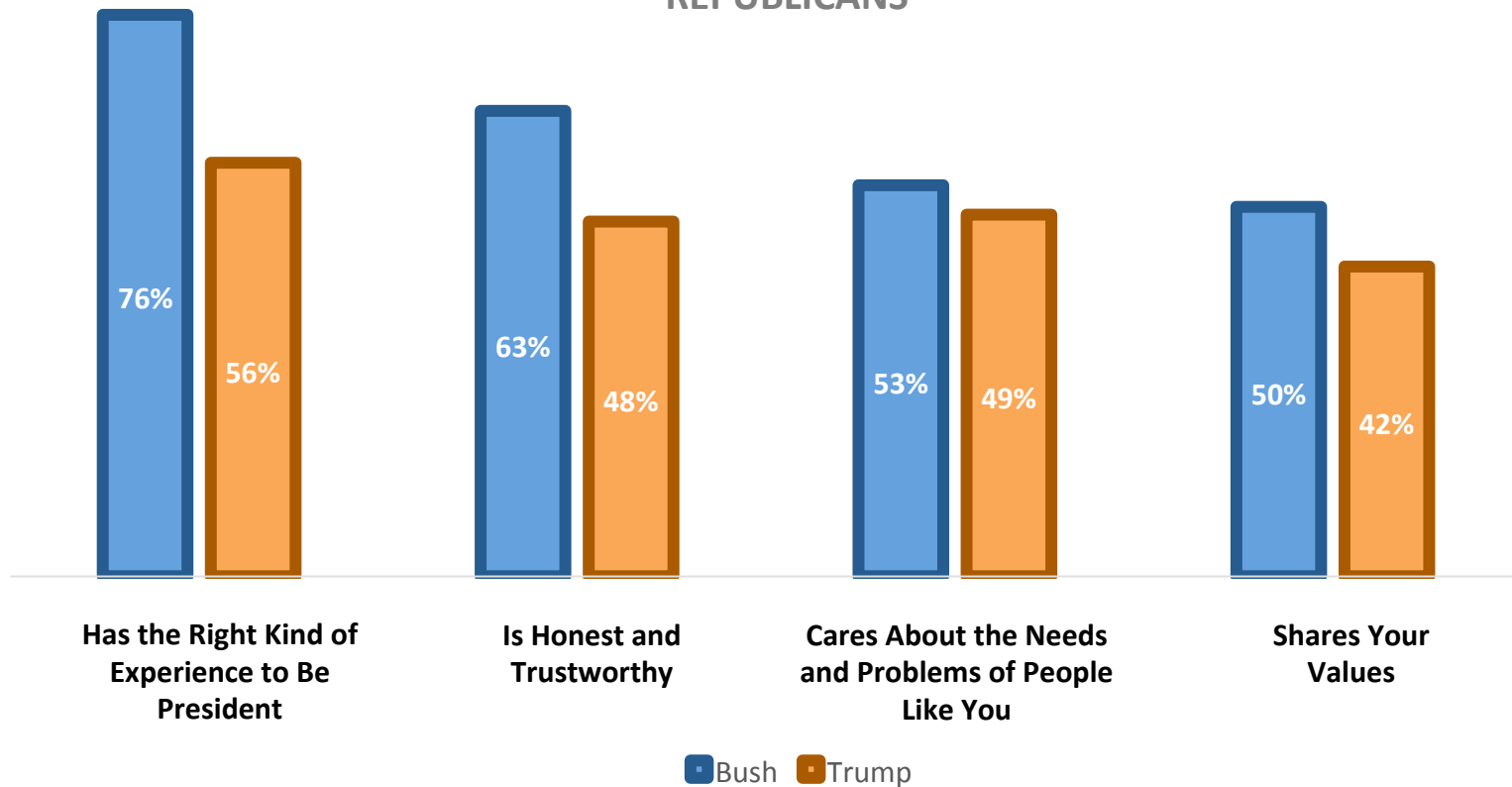
Balanced eight budgets while growing the state's budget reserves by \$8 billion dollars.



# Bush More Presidential Than Trump

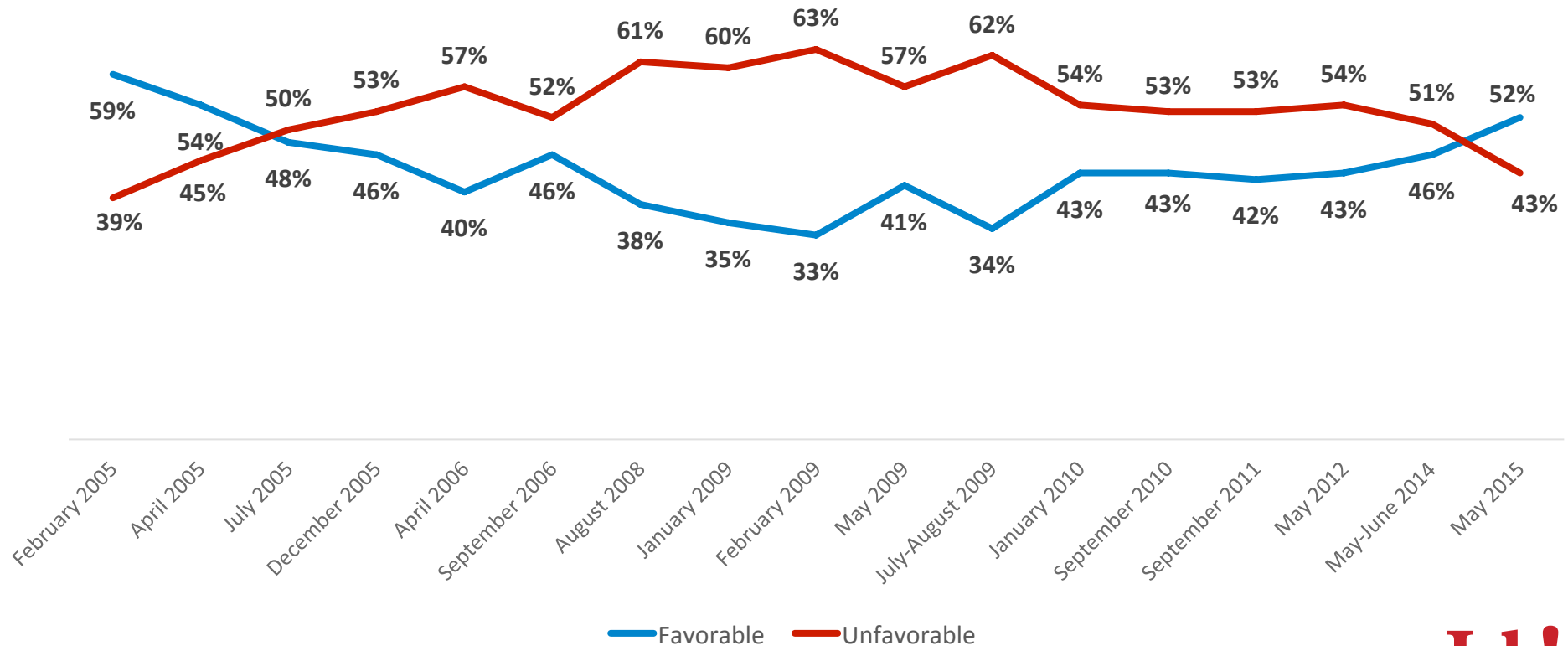
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Would you say that Jeb Bush / Donald Trump...  
REPUBLICANS



# GWB Improving Nationwide

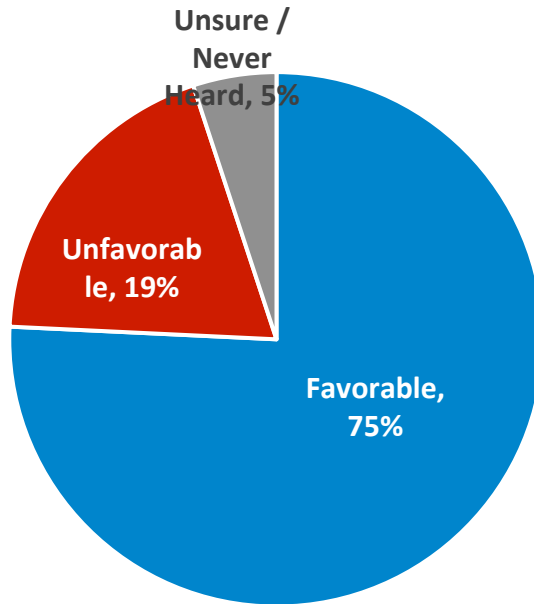
George W. Bush Favorability Rating



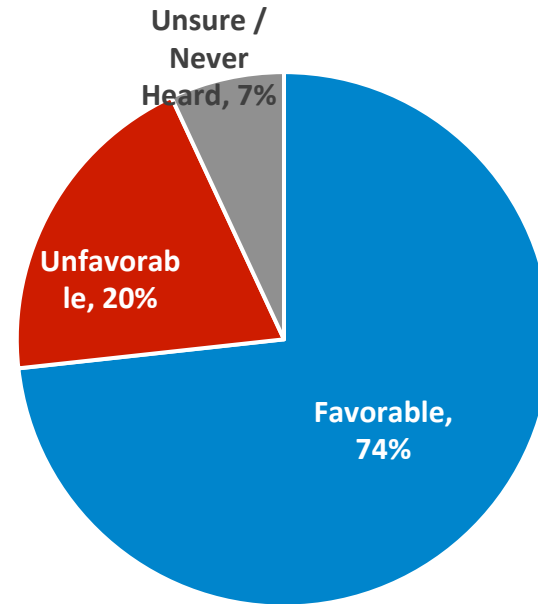
# Bush Brand Popular in IA, NH

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Iowa Republicans

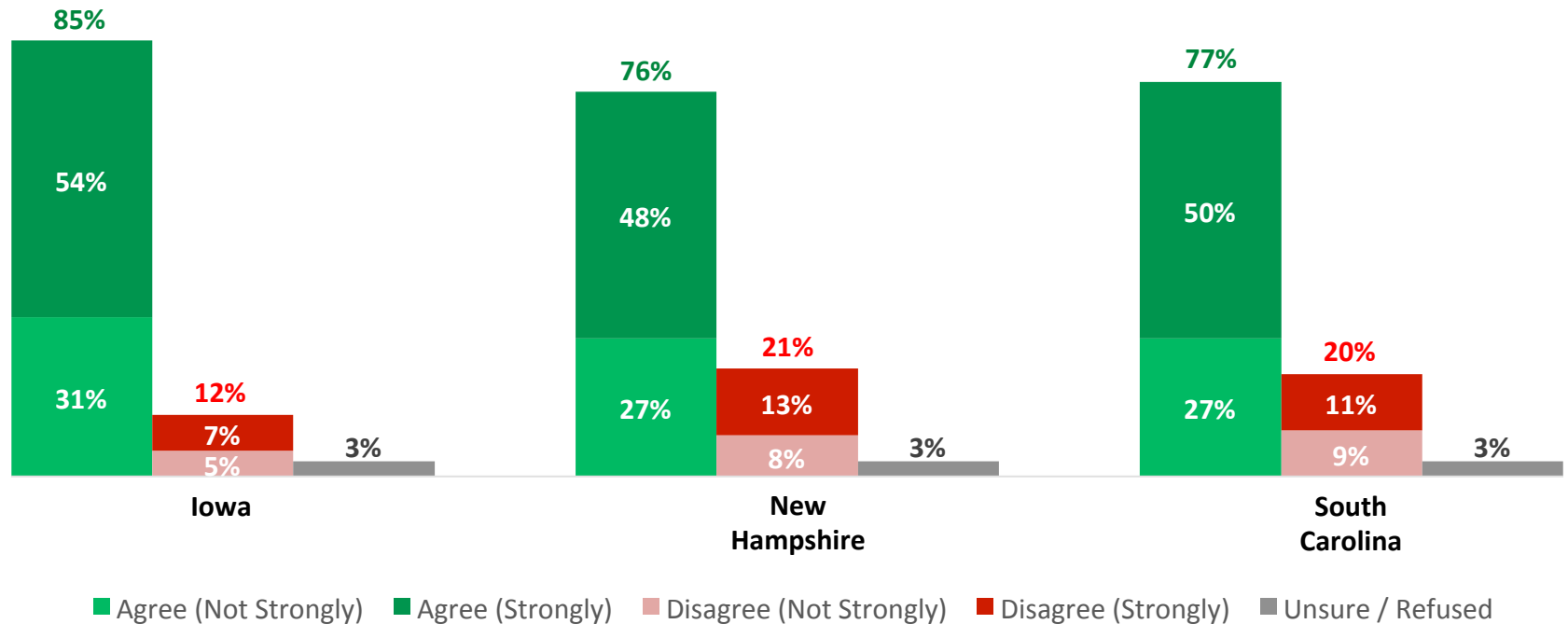


New Hampshire Republicans



# Trump Wrong: GWB Kept Us Safe

Former President George W. Bush Was Successful in Keeping Us Safe While He Was in Office.

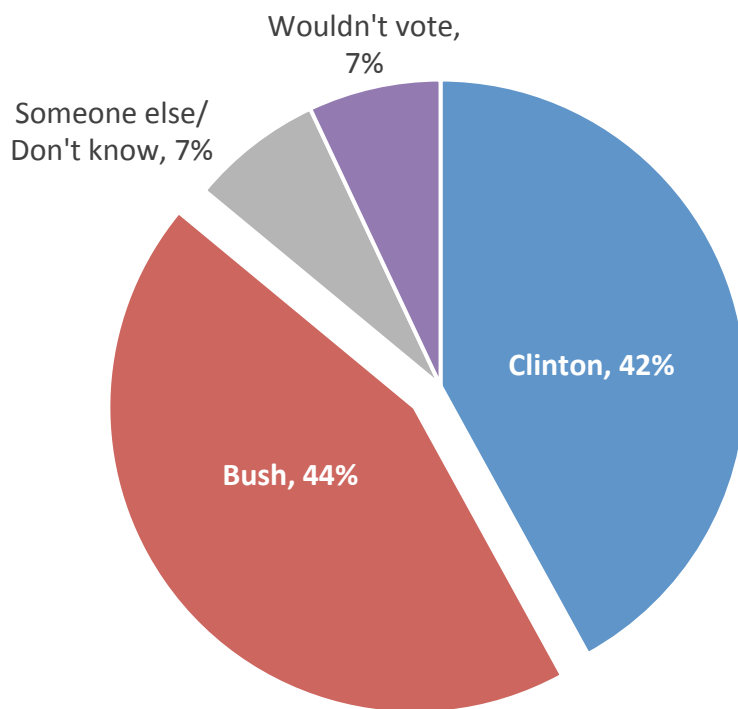


# Electability – Consistently Beat Hillary

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If the election for President were being held today, and the candidates were Hillary Clinton the Democrat and Jeb Bush the Republican, for whom would you vote?

ALL VOTERS

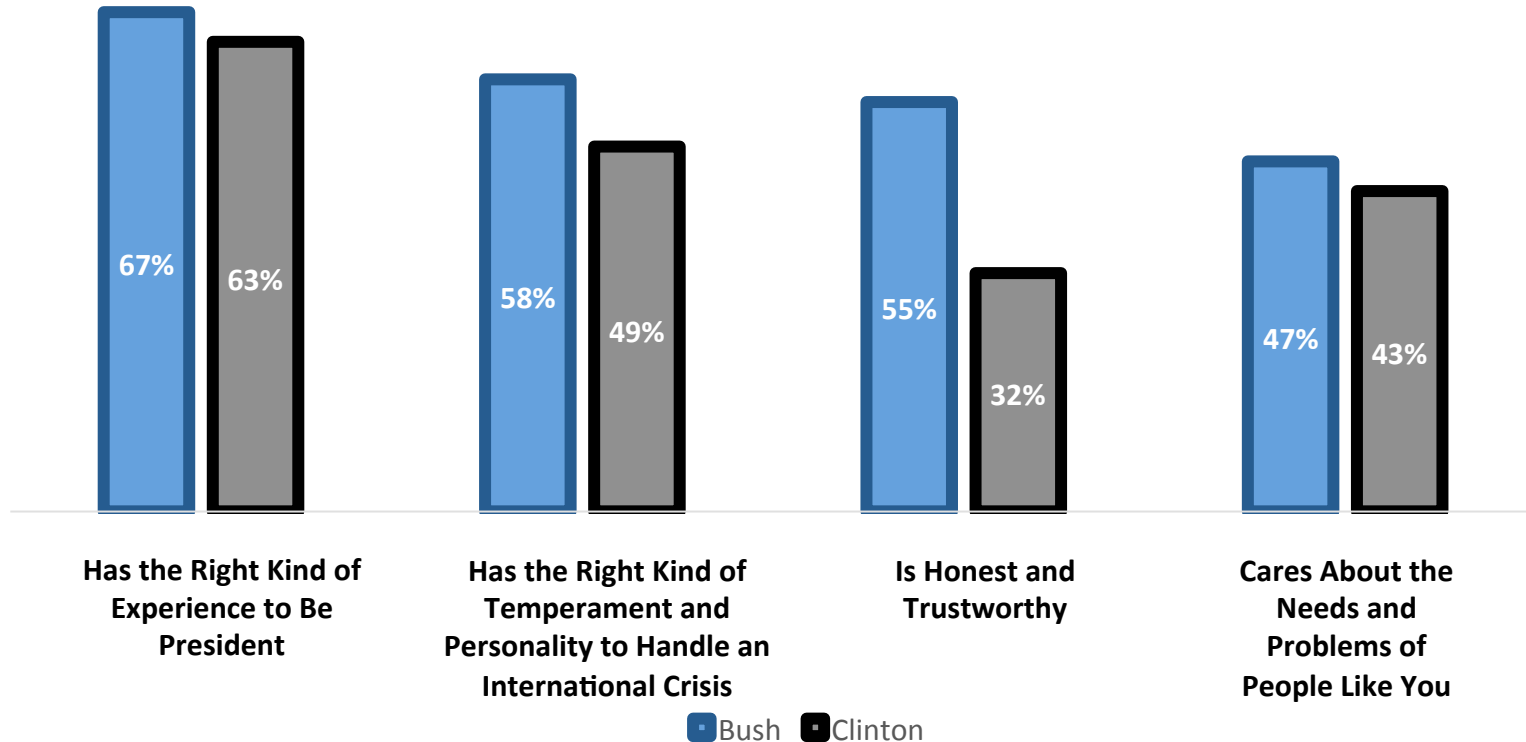


A more recent poll from FOX News puts the match-up at Bush 44% | Clinton 40%. (Poll not used as it does not contain crosstabs for further analysis)

# Bush More Presidential Than Clinton

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Would you say that Jeb Bush / Hillary Clinton...  
ALL VOTERS



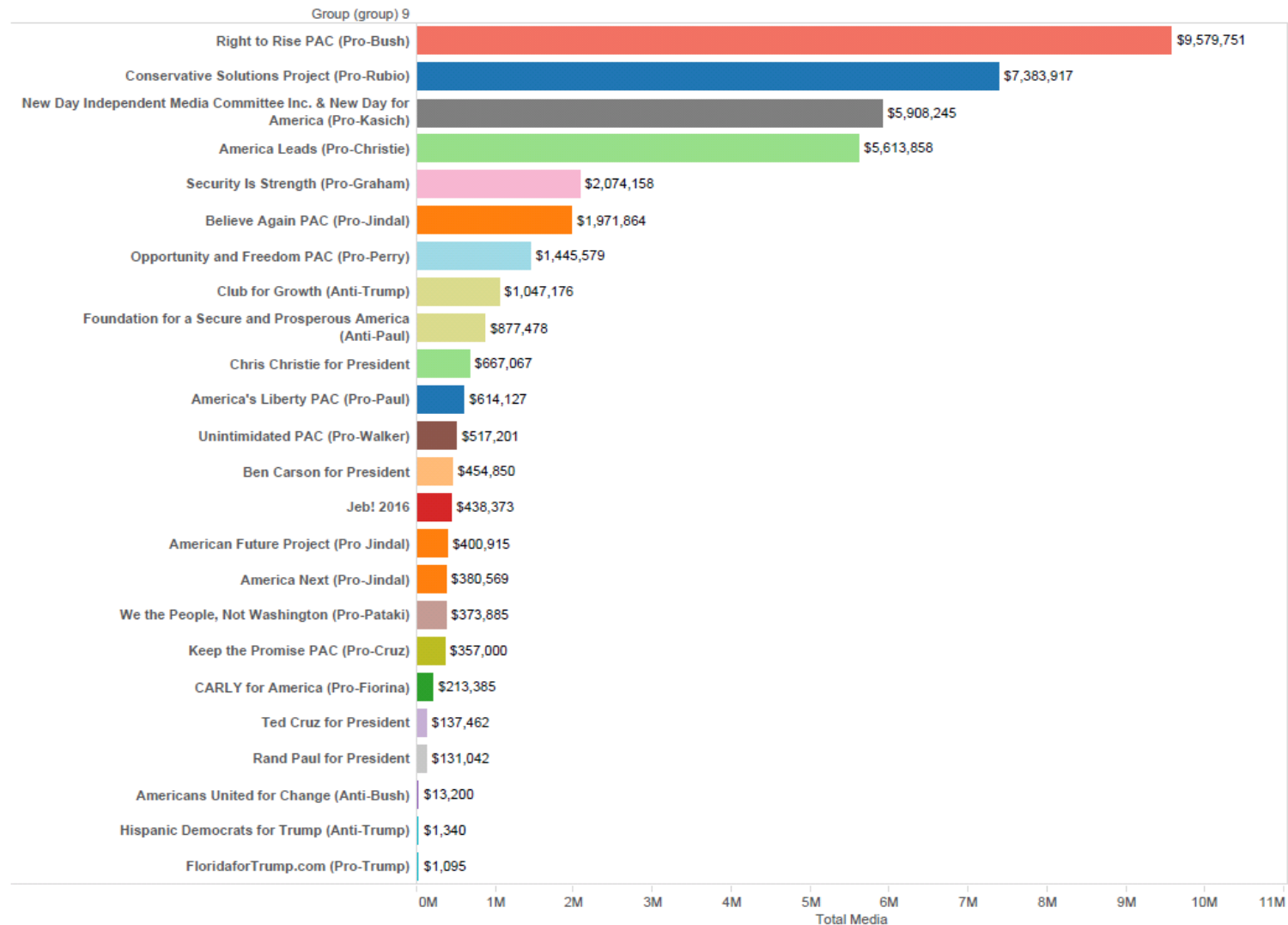
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# Creative & Media Overview

Jon Downs & Trent Wisecup

# Competitive Spending to Date

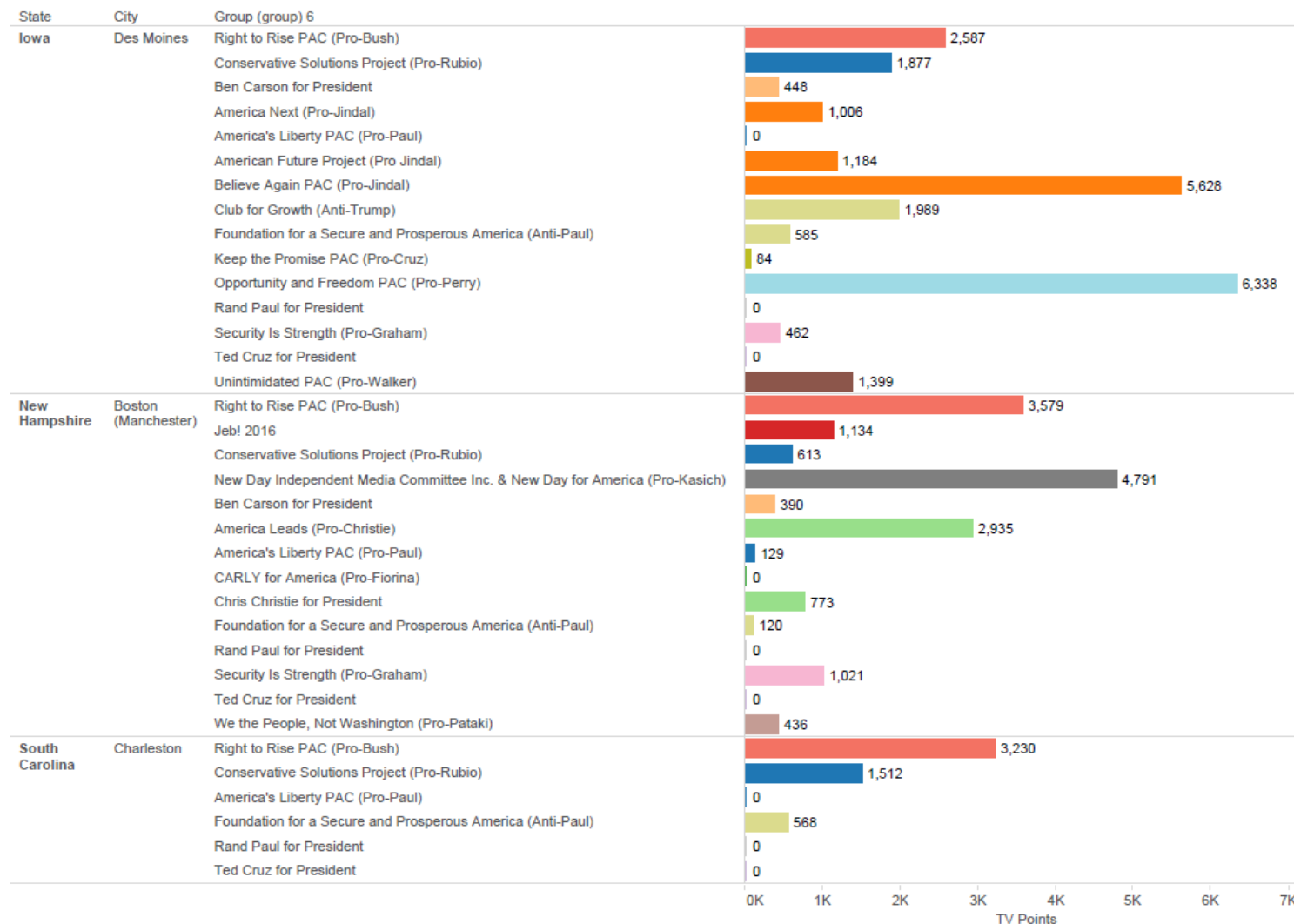
Total Spending by Candidate/PAC: 4.5-10.19





# Past GRPs by State

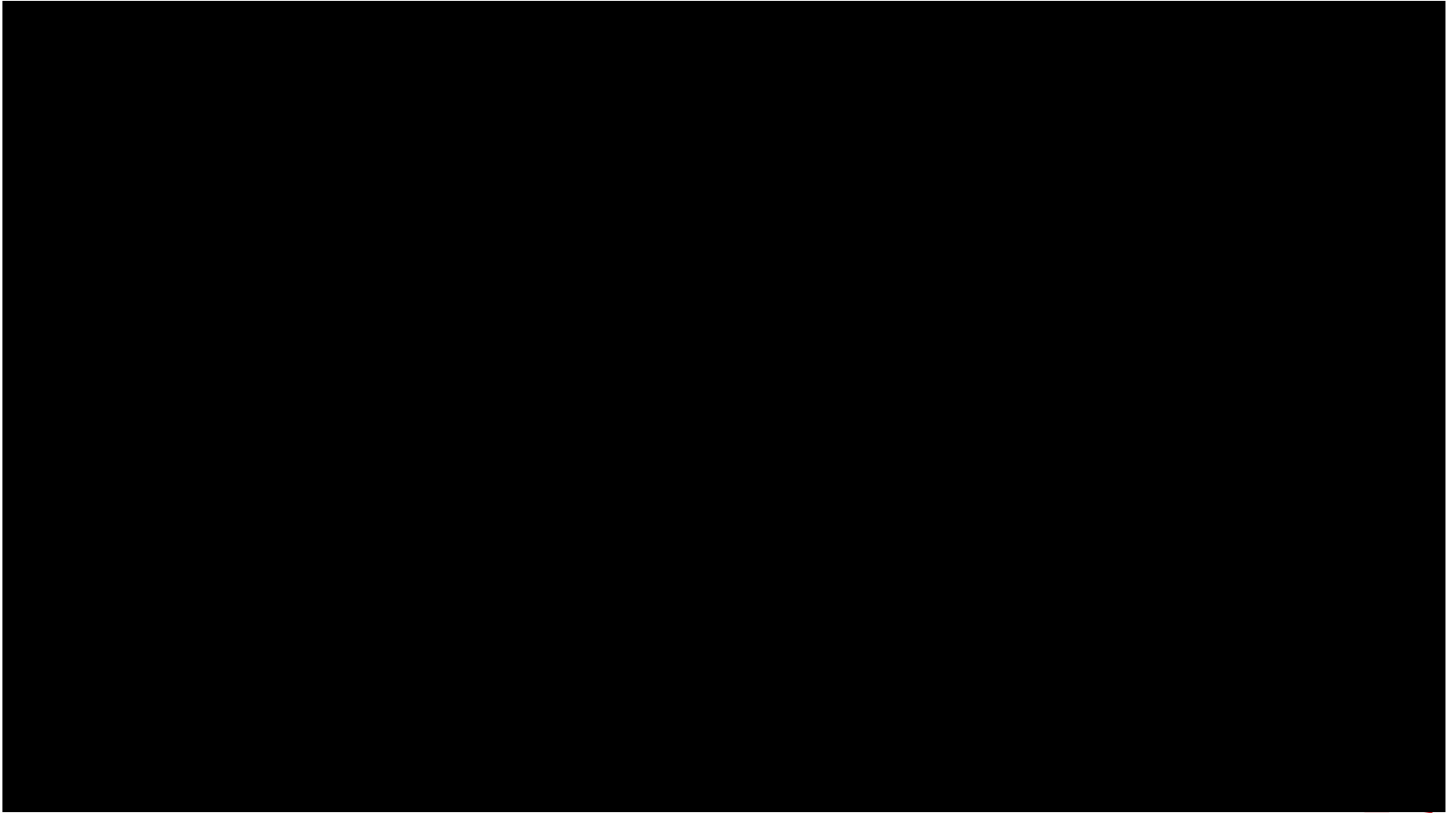
Past Total GRPs by State 4.5-10.19



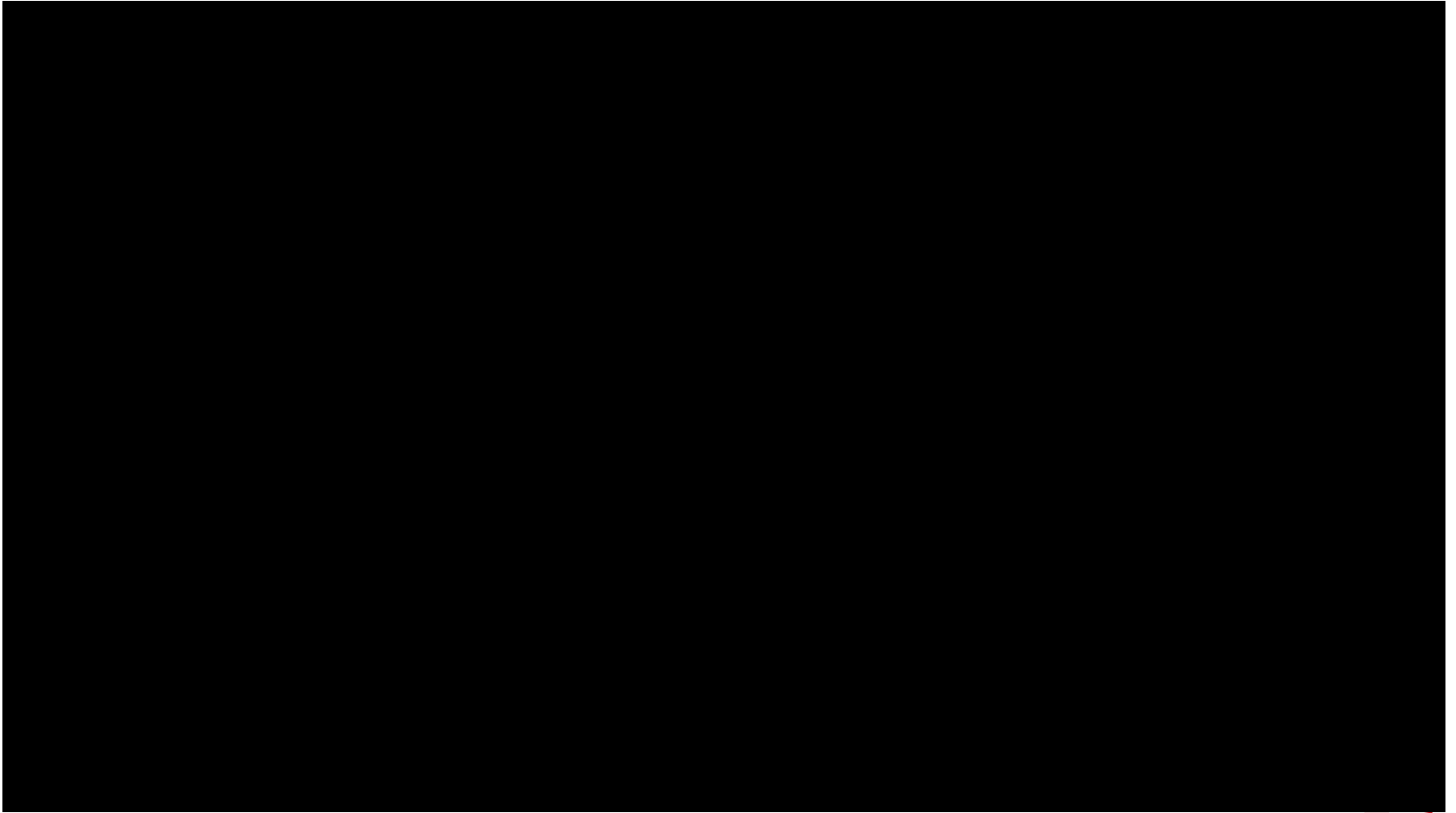
# Conservative Solutions Project PAC “Greatness” 30 TV



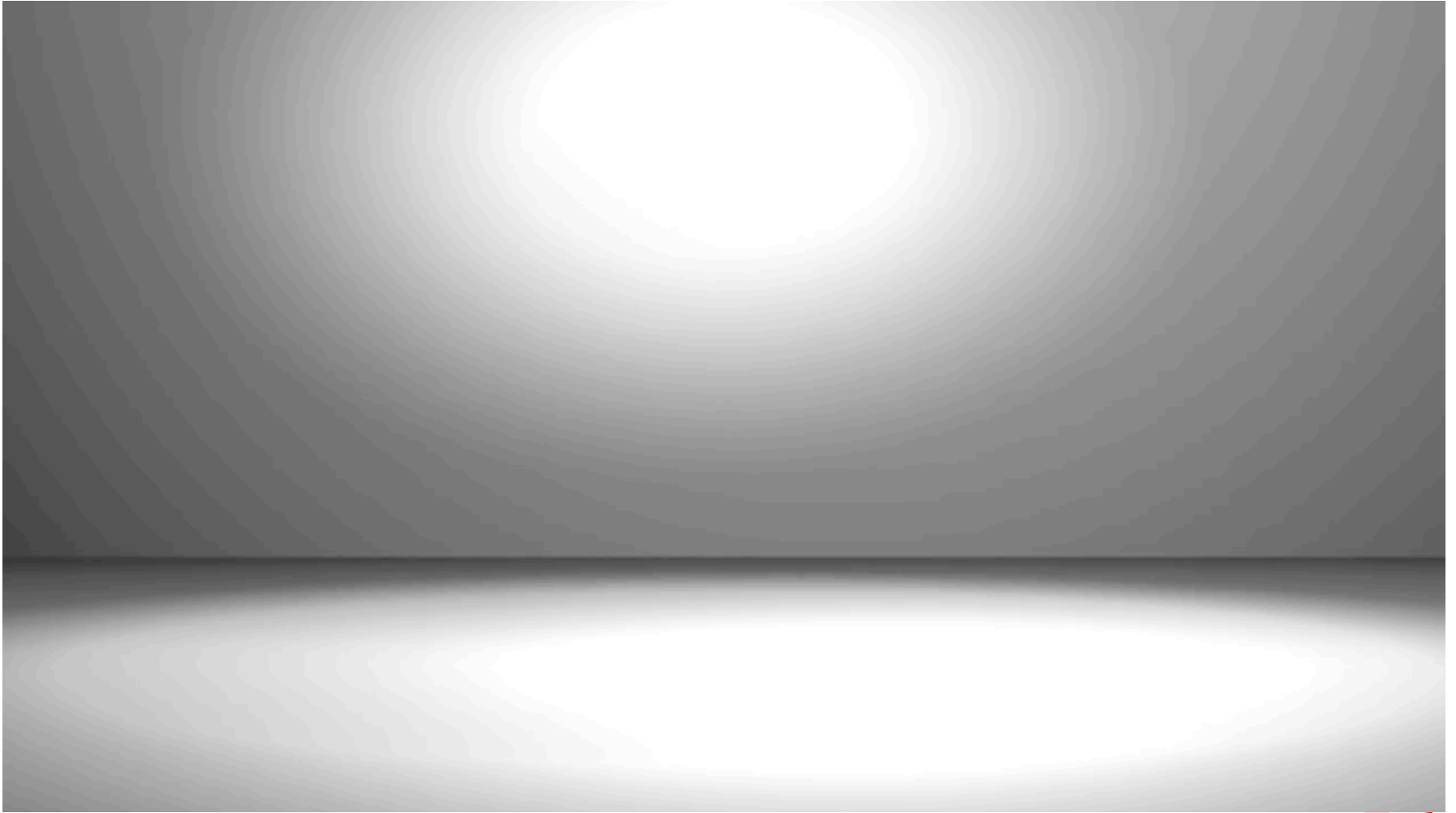
# New Day Independent Media “Walk” 30 TV



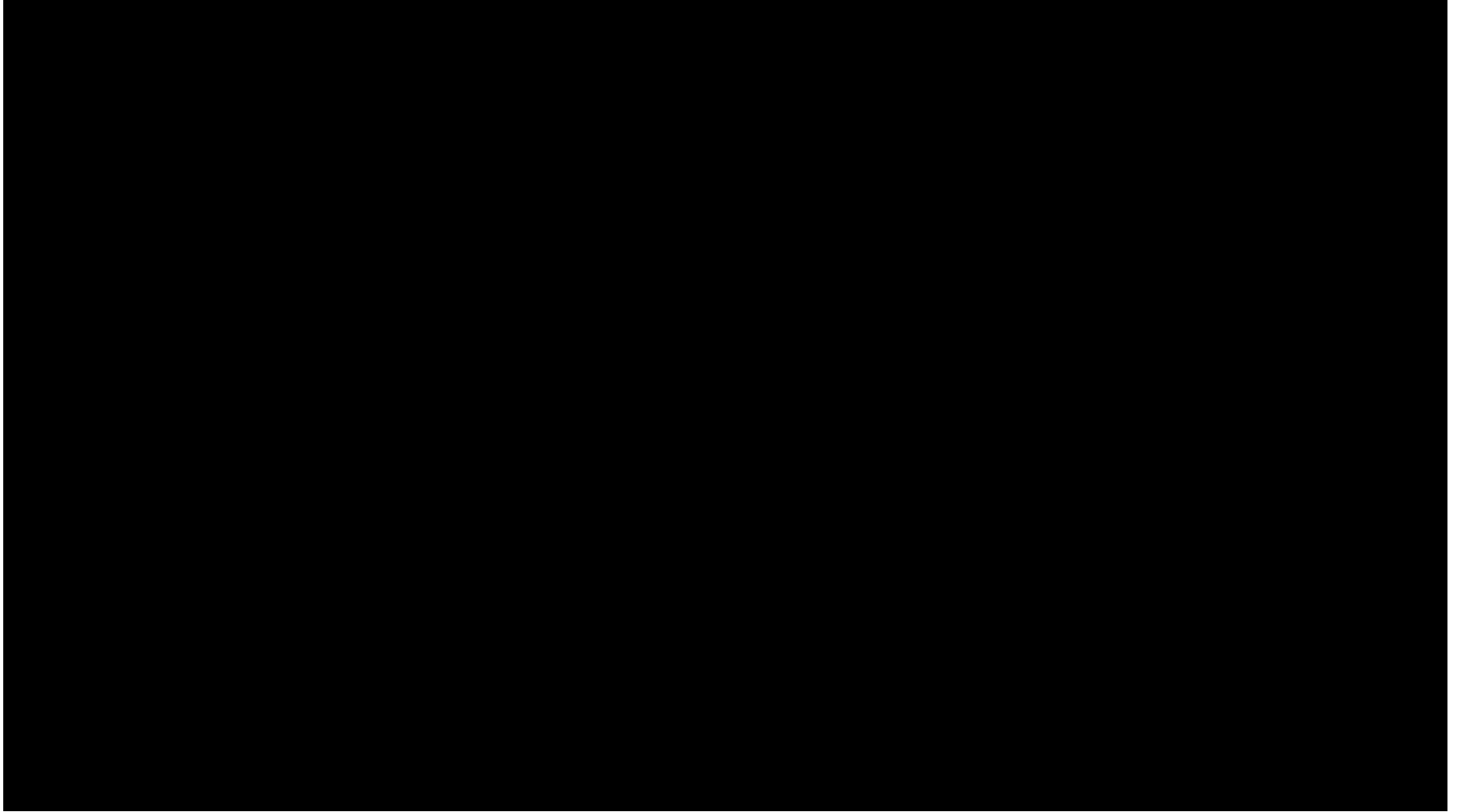
# Jeb 2016, Inc. “I’ve Delivered” 30 TV



# Right to Rise “Budget Cutter” 15 TV



# Right to Rise “Lead” 60 TV



# Right to Rise “Shake Tally” 60 TV



**John McKay (R)**  
**Former Florida Senate President**

# Support for Selected Political Reforms

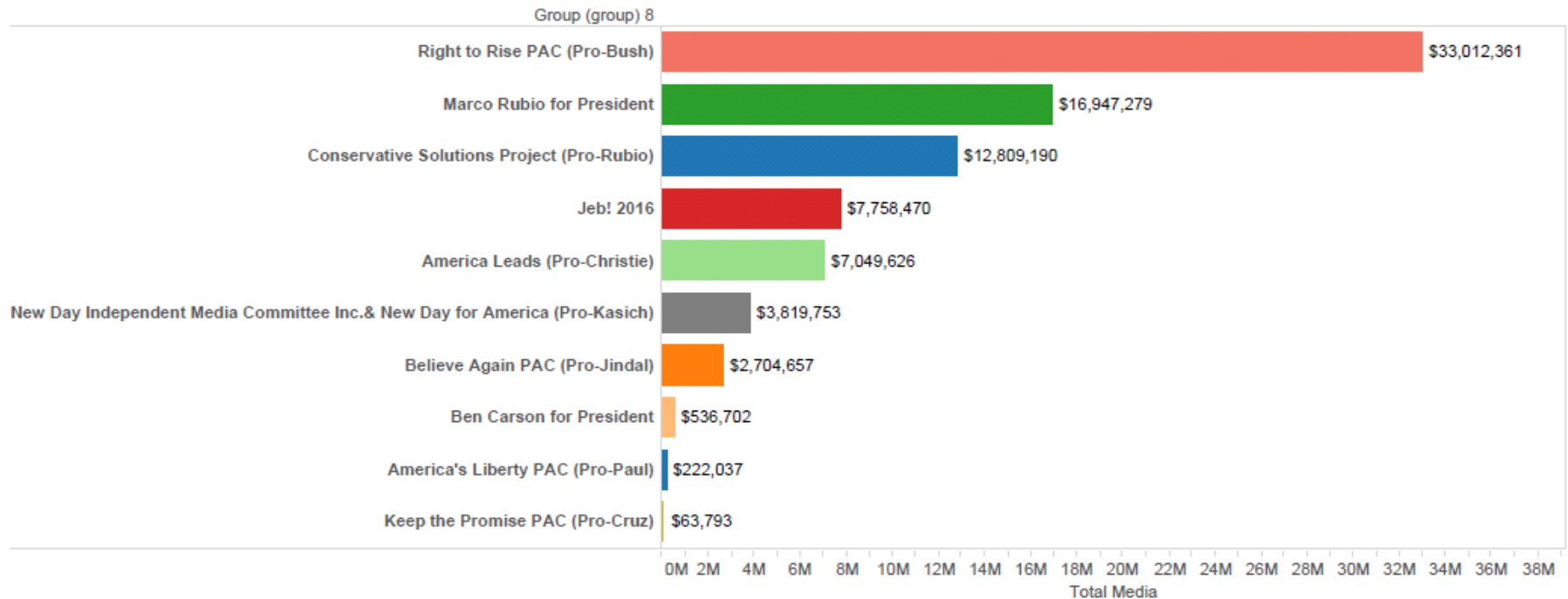
	% STRONGLY APPROVE
Balanced budget amendment	70%
Reduce pay for MOC who repeatedly skip votes	68%
Disclose times/dates of lobbyist contacts online	68%
Strong, enforceable spending cap	66%
Gov't workers paid no more than private sector	61%
Cut federal bureaucracy through freeze/attrition	60%
Ban on lobbying by former MOC	57%

Source: Poll of 456 GOP voters in IA, NH, and SC, May 26-28 , 2015



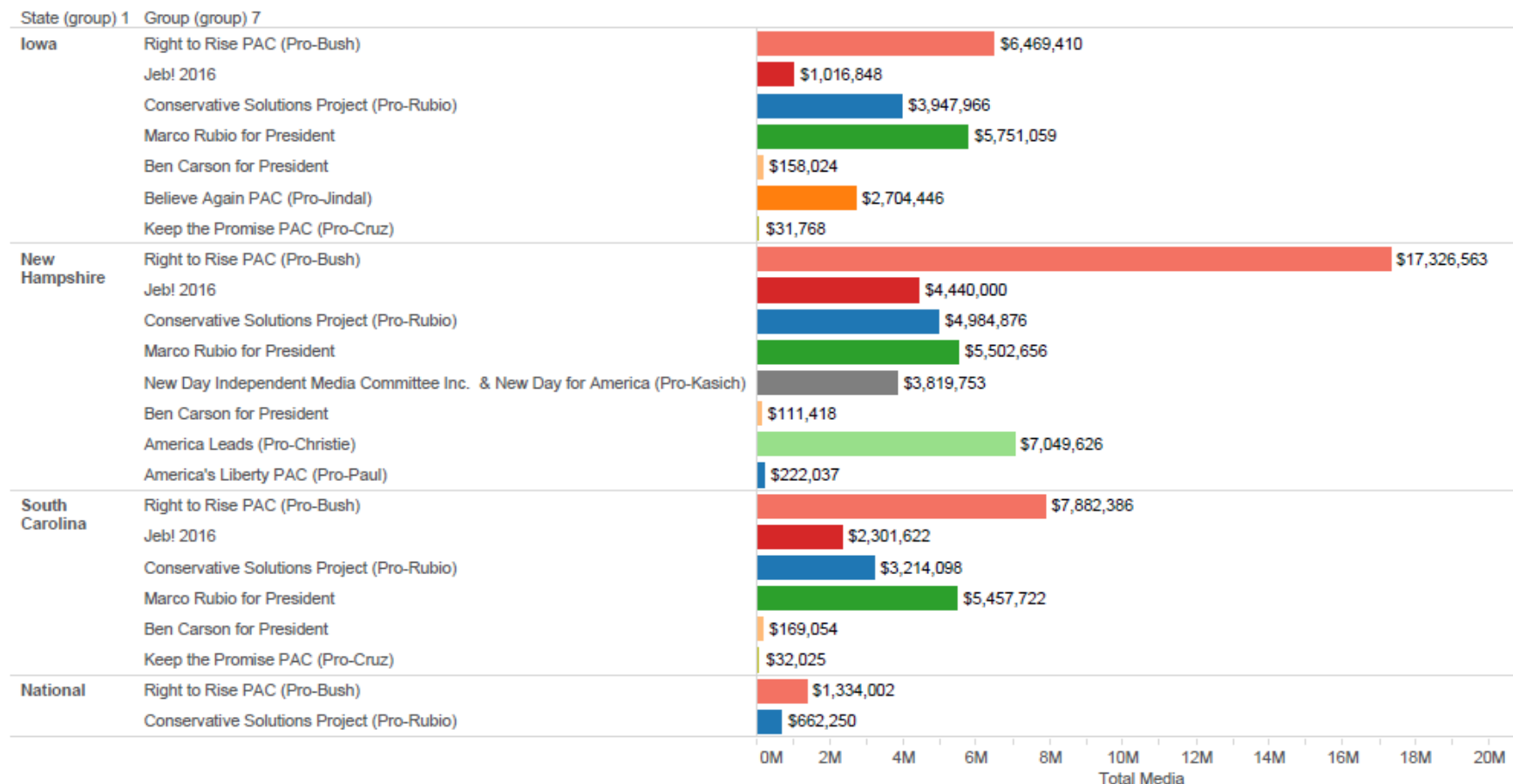
# Advance Placed Media

Future Total Spending 10.20-2.23



# Advance Placed Media

## Future Spending by State 10.20-2.23

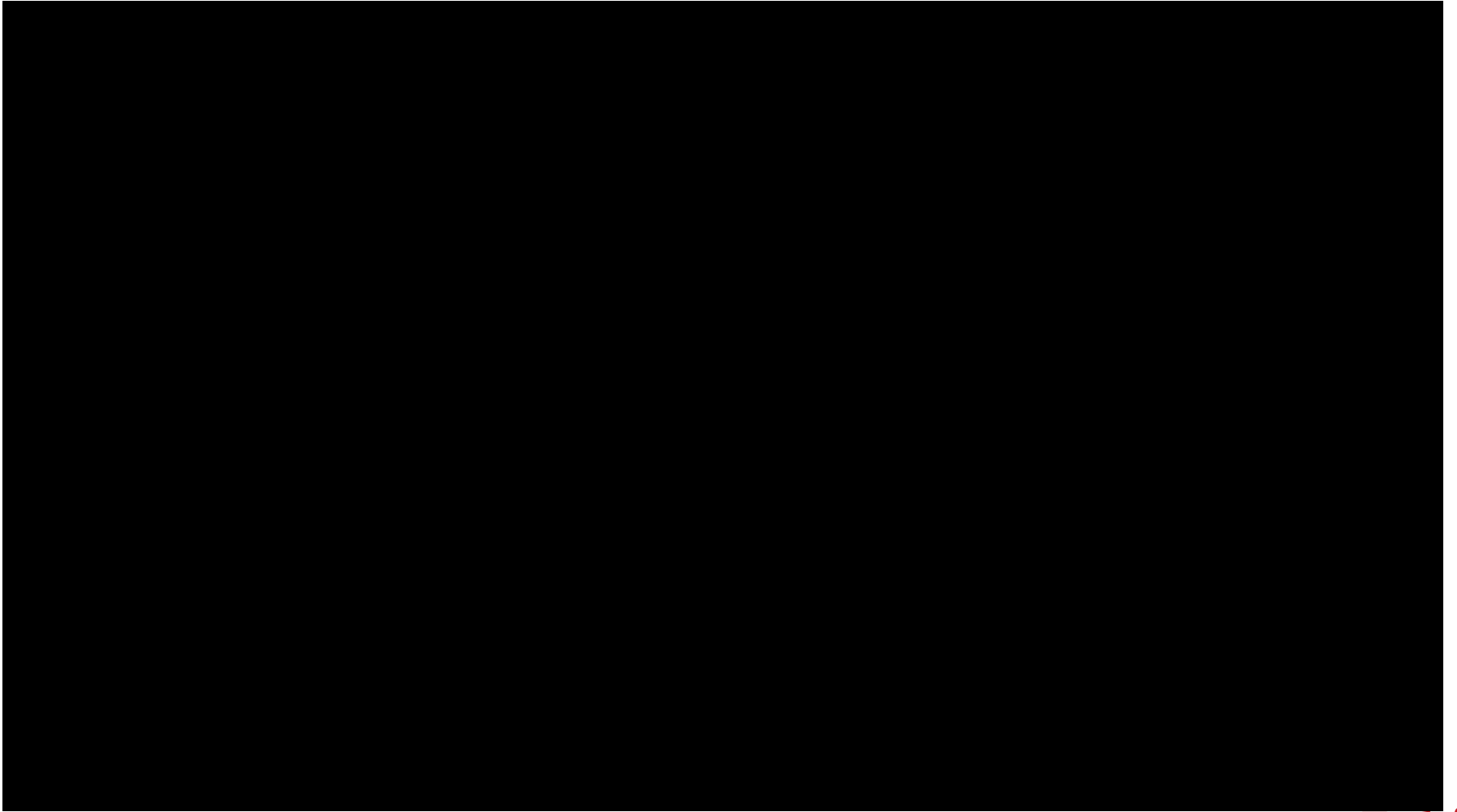


# February Primary Media Plan

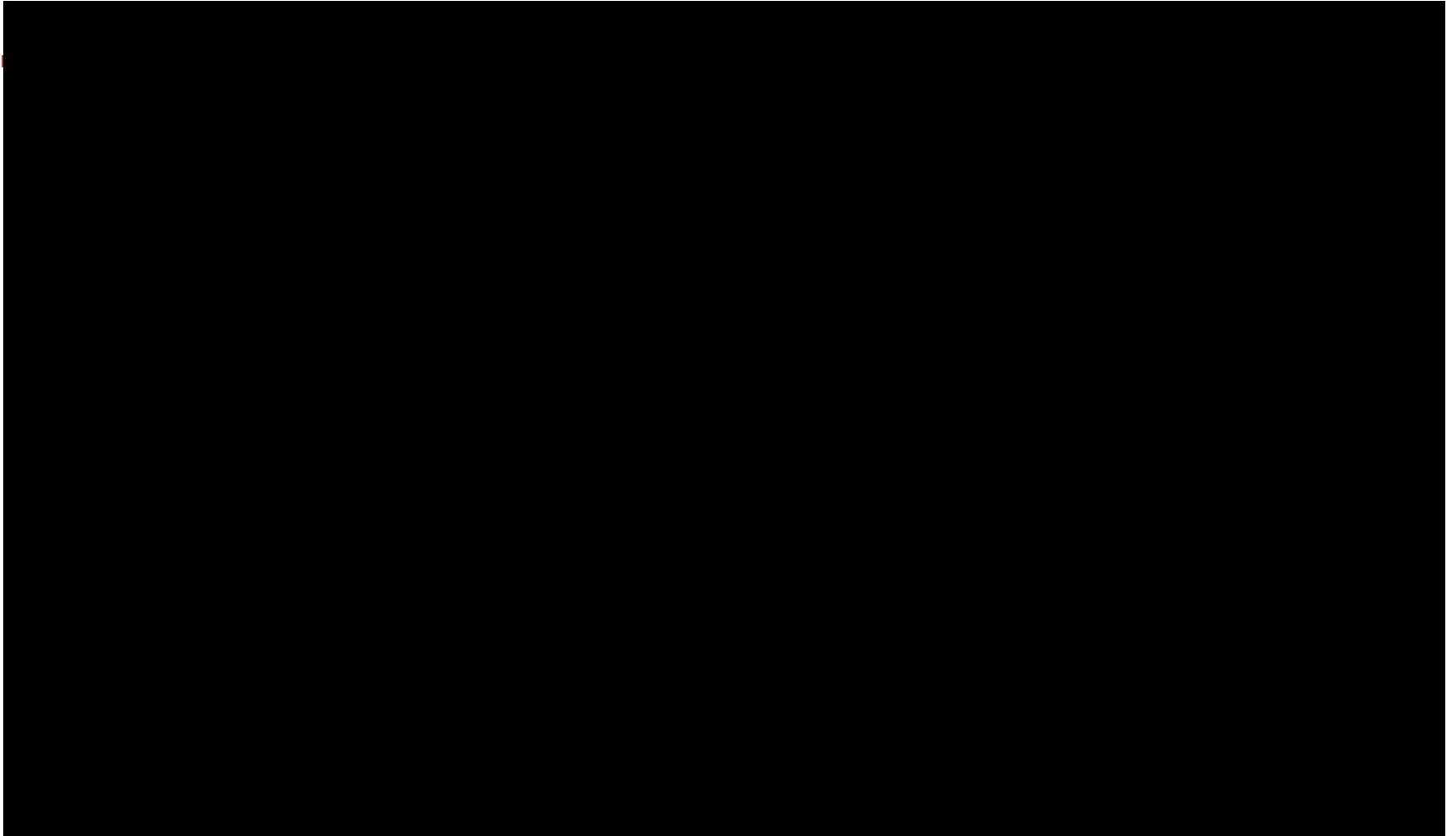
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- \$10.8M Total Gross Plan – starting January 5
- New Hampshire \$5.6M
  - 5 Weeks
  - 7,000 Points Boston/Manchester (83% of NH TV HH's)
  - Statewide Cable, Radio and Digital
- South Carolina \$2.7M
  - 7 weeks
  - 3,600 points – top 4 markets (83% of SC TV HH's)
  - Statewide Cable, Radio, Digital and Addressable satellite
- Iowa \$1.36M
  - 4 weeks
  - 3,200 points – Top 2 markets with some Davenport TV
  - Statewide Cable, Radio and Digital
- Nevada \$191k
  - 7 weeks conservative radio, digital and some Hispanic media

# “Denisha”



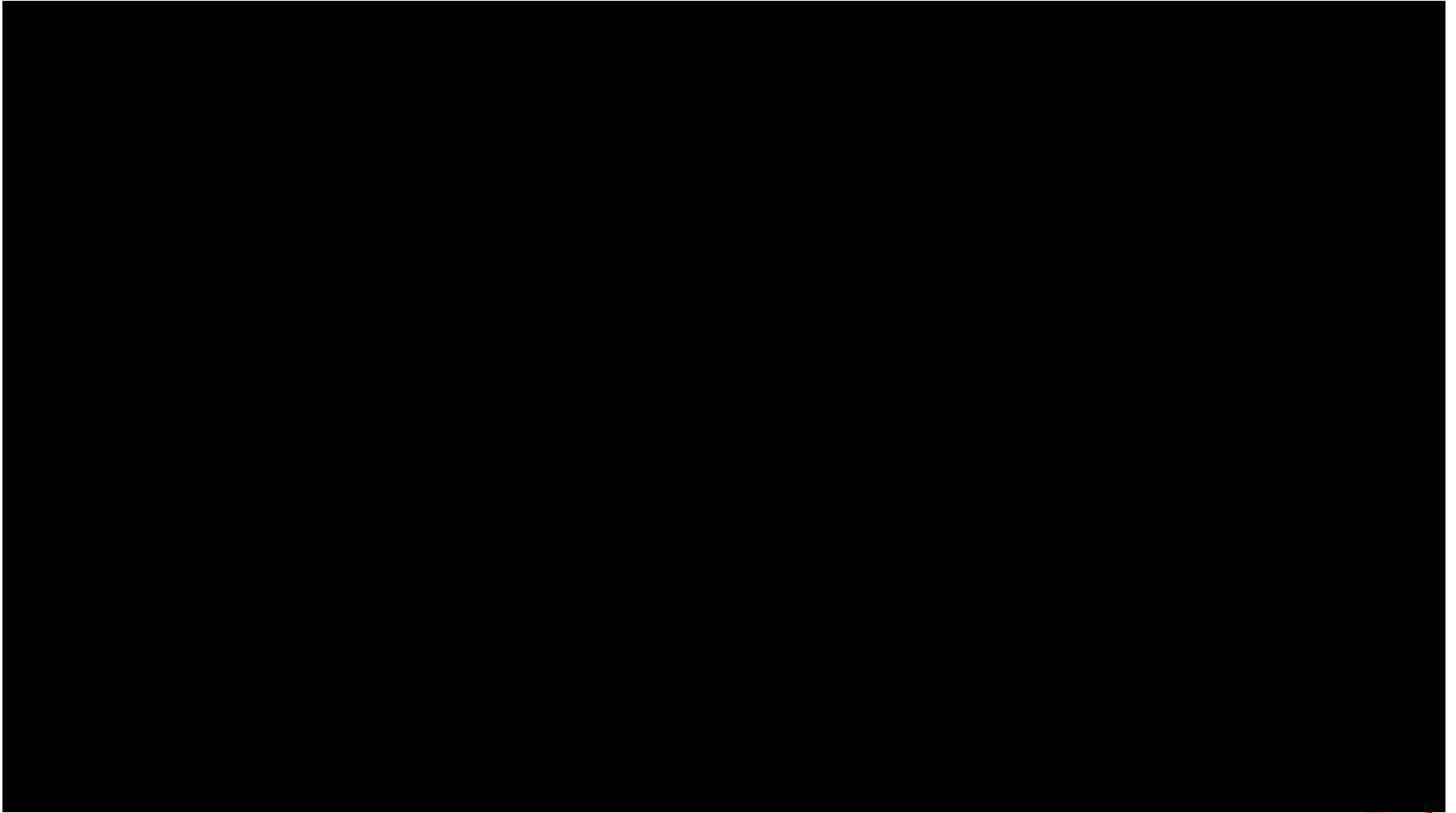
# “Why I’m Running”



# “Leadership”



# “Town Hall”



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# Early State Strategy

David Kochel, Annie Kelly,  
David James, & Alex Lundry



# Early State Infrastructure

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## Iowa

- 10 Paid Staffers
  - Hispanic Engagement Staff
  - Faith Base Staff
- 2 Offices

## New Hampshire

- 12 Paid Staffers
- 1 Office

## Florida

- 5 Paid Staff
- 2 Offices

## South Carolina

- 7 Paid Staffers
- 3 Offices

## Nevada

- 8 Paid Staffers
  - Hispanic Engagement Staff
- 2 Offices

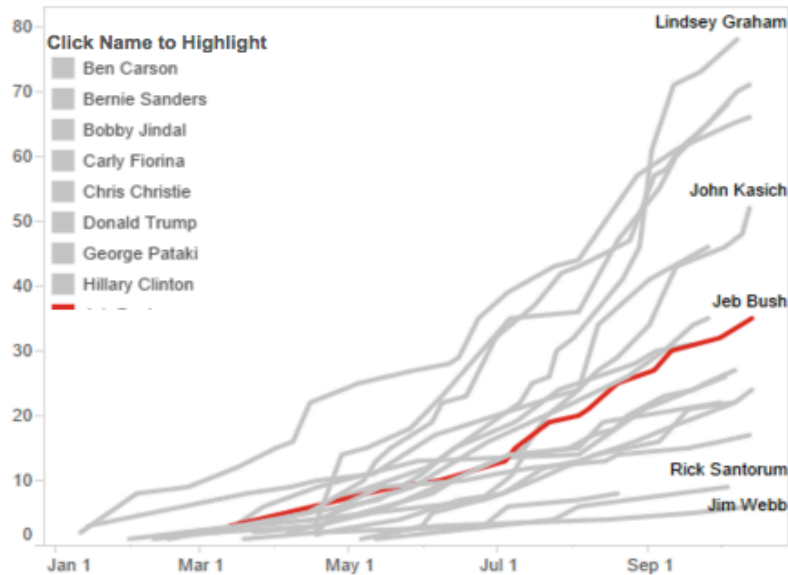
## National → Early States

- Recruiting Alums, Friends & Family
- Deployment to Early States
- Virtual Calls from Home
- Political Surrogates

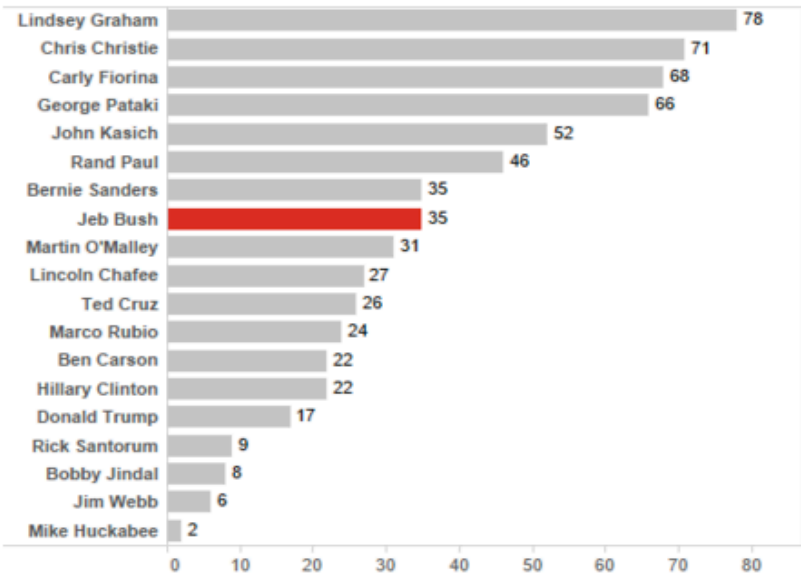
## EVENTS BY STATE



## NH EVENTS OVER TIME



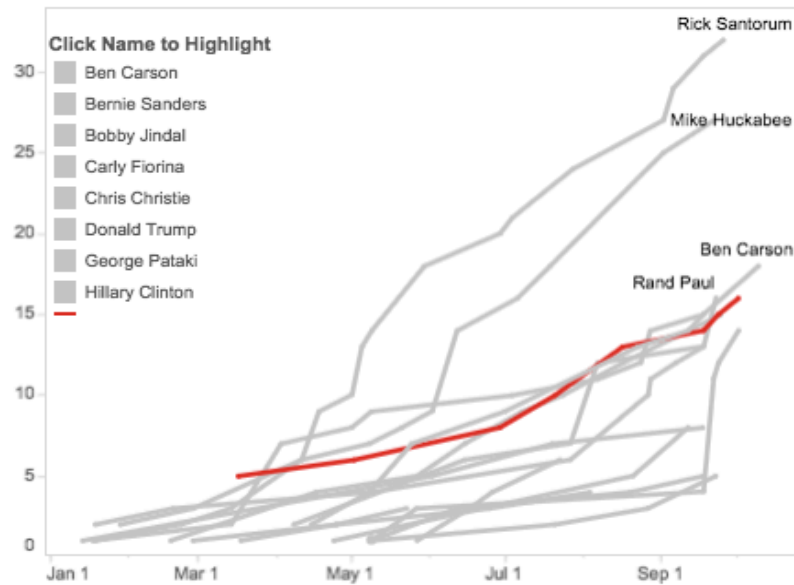
## NH EVENTS



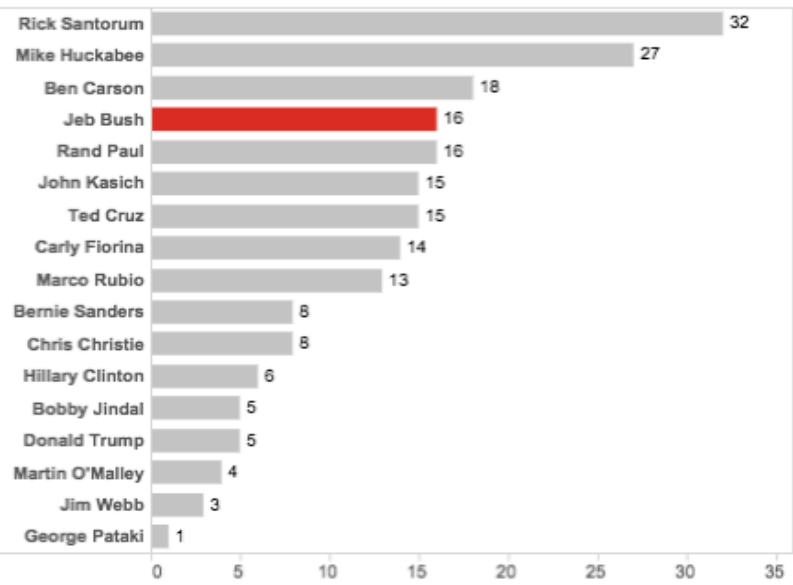
## EVENTS BY STATE



## SC EVENTS OVER TIME



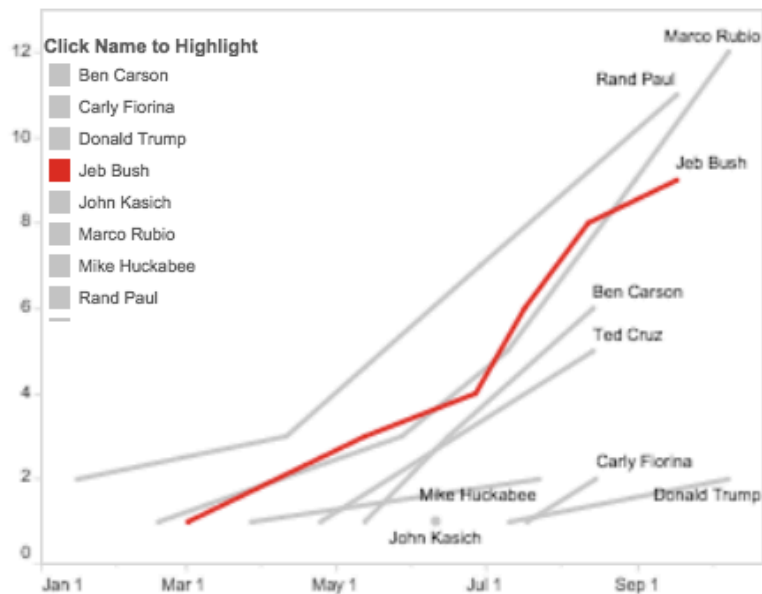
## SC EVENTS



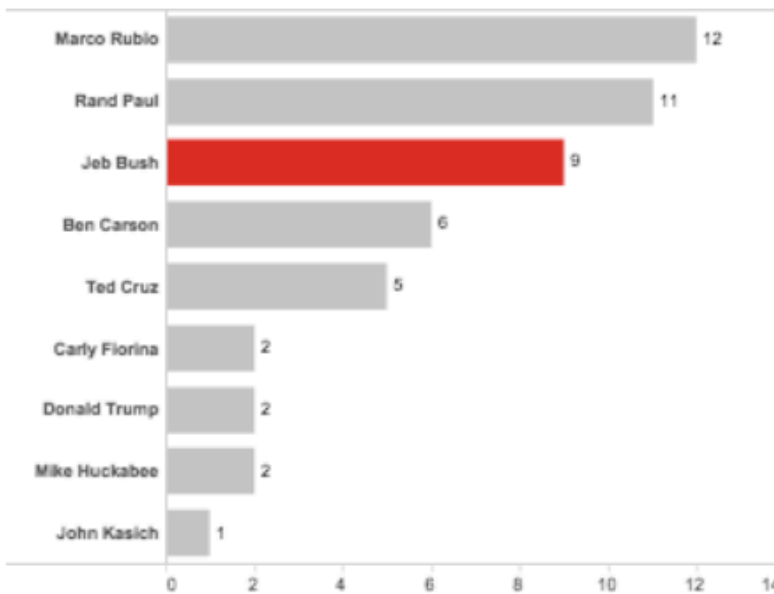
## EVENTS BY STATE



## NV EVENTS OVER TIME



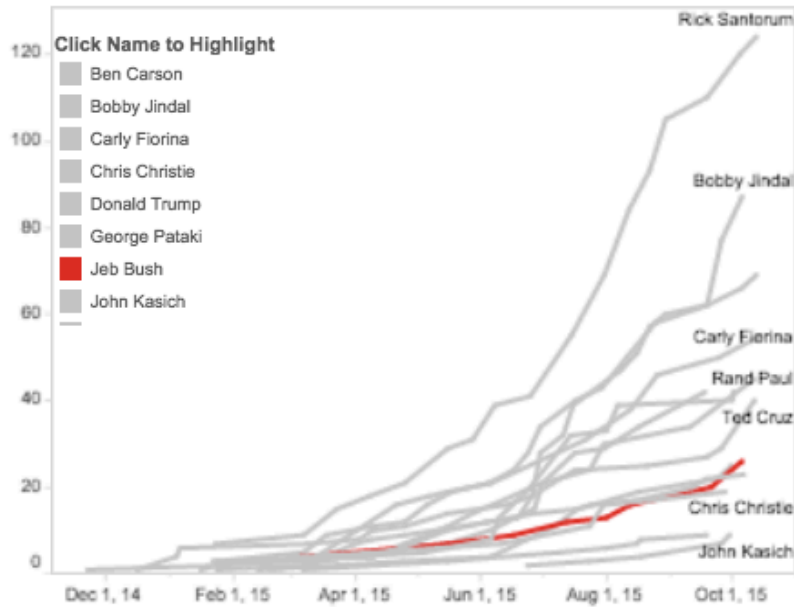
## NV EVENTS



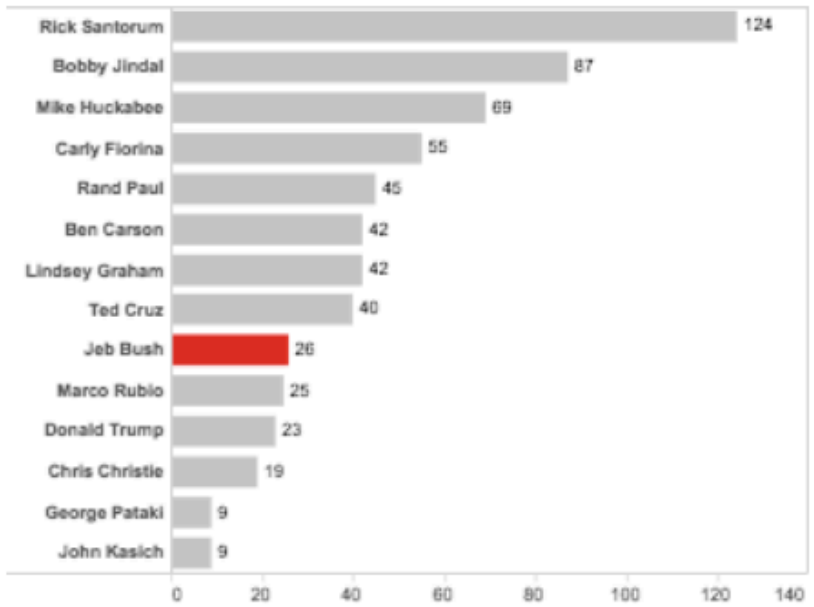
## EVENTS BY STATE



## IA EVENTS OVER TIME



## IA EVENTS



# Eligible Voters (partisan reg & primary history)

---

- **'12 GOP Caucus Votes – 121,501**
  - Winner: Santorum, with 29,839 (24.56%)
  - *Note: Romney finished second with 29,805 (24.53%)*
- **'08 GOP Caucus Votes – 119,188**
  - Winner: Huckabee, with 40,954 (34.36%)
  - *Note: Romney finished second with 30,021 (25.19%)*
- **Total Registered GOP – 609,020** (Active Republicans as of June 2015)
  - Participants in the Republican caucus must be registered Republicans
  - Participants can register or change their registration at the caucus location
  - 17-year-olds can participate, as long as they will be 18 years old by November 8, 2016

# State Organization

**Region 1 – Pink – Eric Baker**

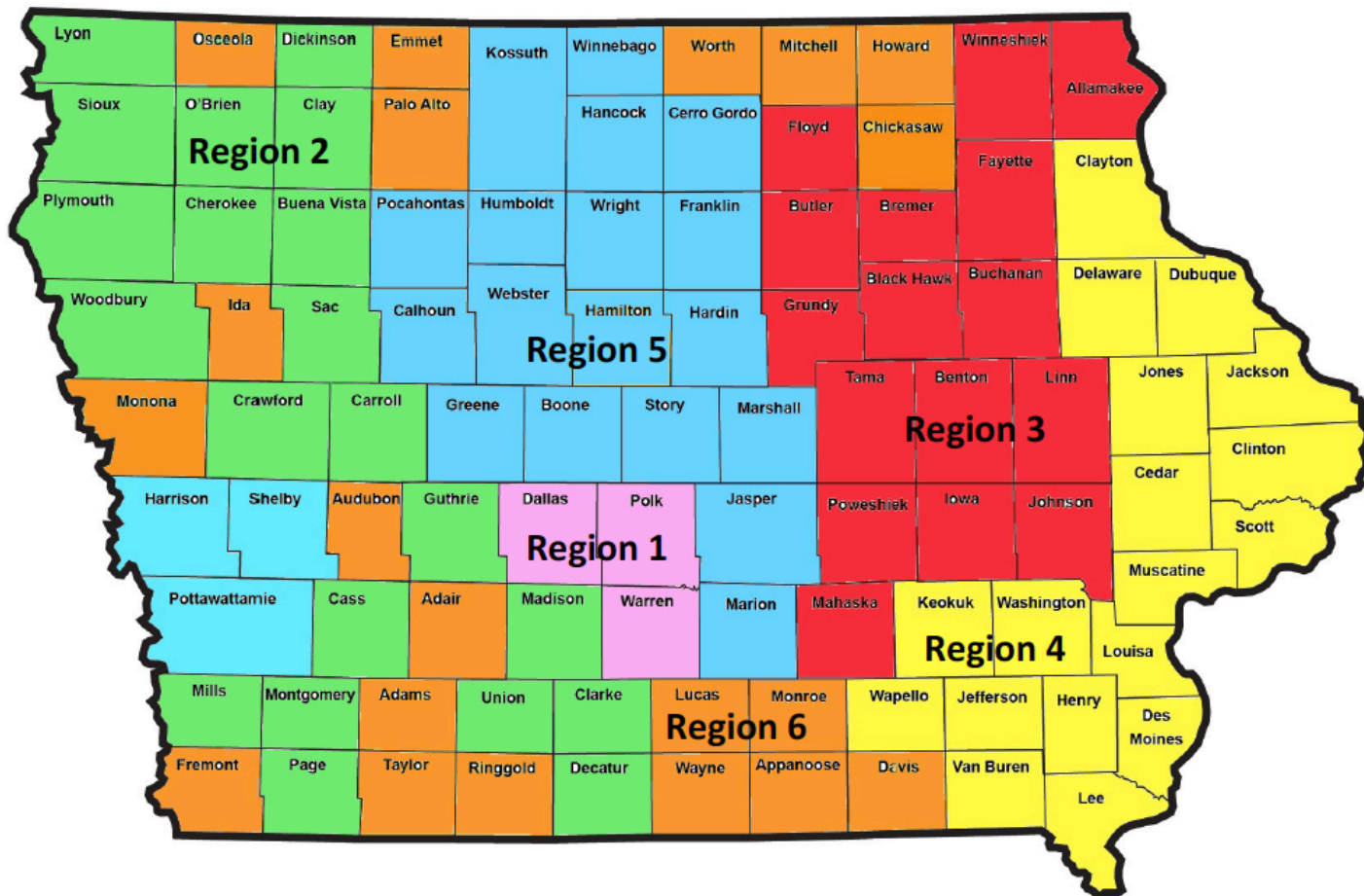
**Region 2 – Green – Susan Geddes**

**Region 3 – Red – Caleb Huegel**

**Region 4 – Yellow – Evan Machan**

**Region 5 – Blue – Kyle Radon**

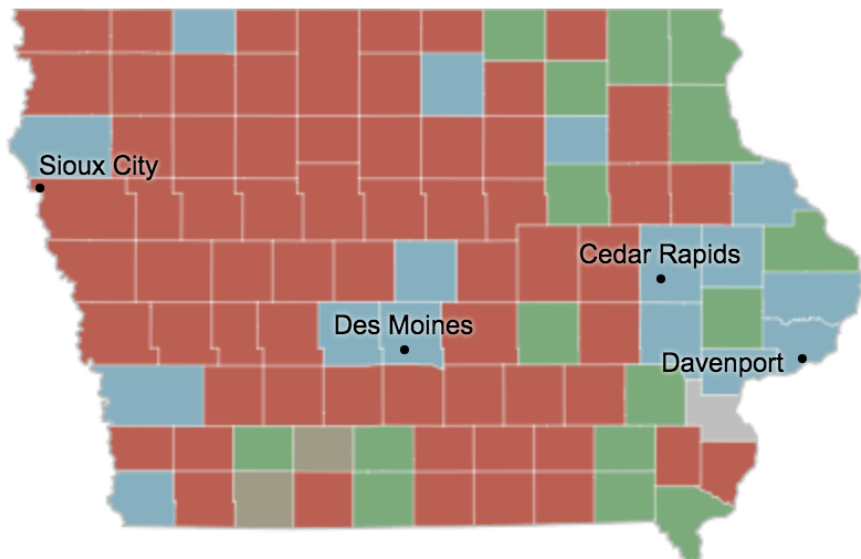
**Region 6 – Orange – Mason Morgan**



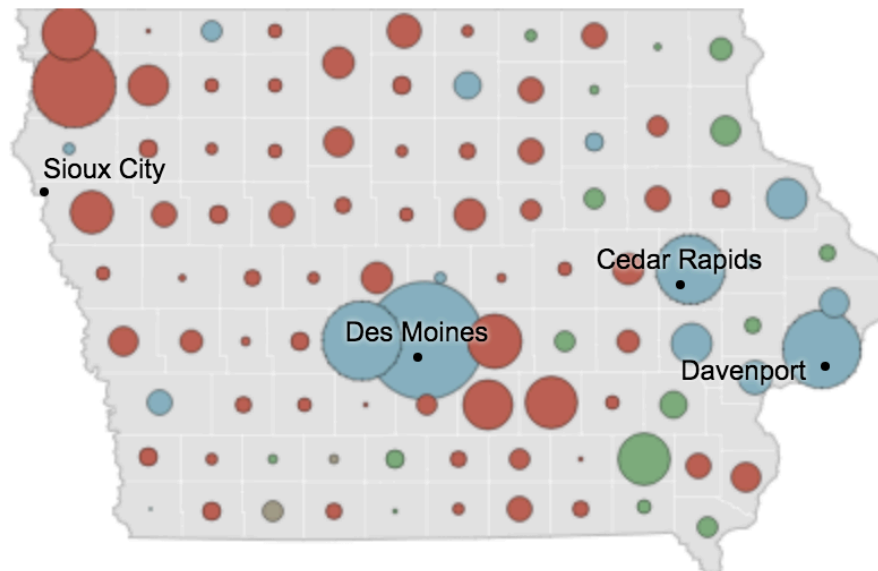








# 2012 Results

## County Winners



## Size of Lead



✓		Rick Santorum	29,839	<b>24.6%</b>	<div></div>
		Mitt Romney	29,805	<b>24.5</b>	<div></div>
		Ron Paul	26,036	<b>21.4</b>	<div></div>
		Newt Gingrich	16,163	<b>13.3</b>	<div></div>
		Rick Perry	12,557	<b>10.3</b>	<div></div>
		Michele Bachmann	6,046	<b>5.0</b>	<div></div>

Won 67 counties

Won 16 counties

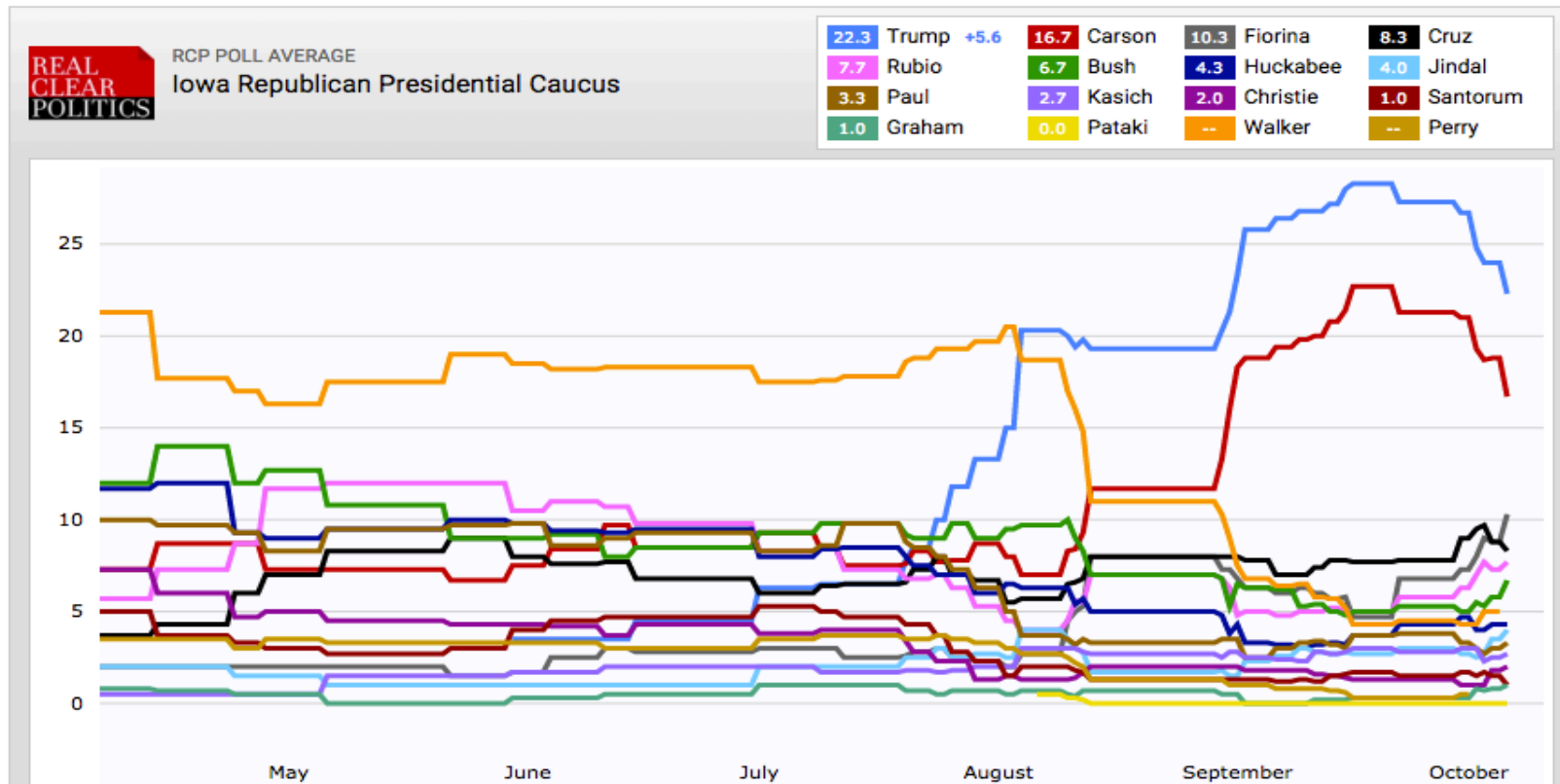
Won 16 counties



# Political Landscape

Polling Data																
Poll	Date	Trump	Carson	Fiorina	Cruz	Rubio	Bush	Huckabee	Jindal	Paul	Kasich	Christie	Santorum	Graham	Pataki	Spread
RCP Average	9/18 - 9/30	22.3	16.7	10.3	8.3	7.7	6.7	4.3	4.0	3.3	2.7	2.0	1.0	1.0	0.0	Trump +5.6
NBC/WSJ	9/23 - 9/30	24	19	8	6	6	7	5	6	4	3	4	1	1	0	Trump +5
Gravis	9/25 - 9/27	19	14	10	11	9	7	2	2	2	3	1	1	2	0	Trump +5
PPP (D)	9/18 - 9/20	24	17	13	8	8	6	6	4	4	2	1	1	0	0	Trump +7

All Iowa Republican Presidential Caucus Polling Data



# Vote Goals

---

**2012 Vote By CD**

CD	12 Vote	% Total
1	26154	21.94%
2	27571	23.13%
3	36585	30.70%
4	30875	25.90%

**Statewide Jeb Vote Goals**

Jeb %	18.45%
Jeb Votes	23,765

**2016 Vote By CD**

CD	16 Vote	% Total
1	27723	21.53%
2	29225	22.69%
3	38780	30.11%
4	32728	25.41%

**2016 Jeb Vote By CD**

CD	Jeb 16 Vote	% Total
1	5310	22.34%
2	5200	21.88%
3	7993	33.63%
4	5261	22.14%

# Metrics

---

- Vote Goal: 23,716 (18.46%)
- Statewide ID'ed supporters: 1,281
- Supporter Rolls Outs:
  - Total County Chairs/Co-Chairs: 76
    - Tier One Chair: Goal-34, Recruited-23
    - Tier One Co-Chair: Goal: 24, Recruited 42
    - Polk County Leadership Team: 30
  - Statewide Leadership Team
  - Farm Team
  - Business Leaders
  - Students for Jeb!
- Total Calls Made to Date: 70,381
- Grasstops Engagements to Date: 3,809
- Precinct Leaders Recruited: 129
- Emails Collected: 5,014

# Tracking

Iowa Contact Tracker	Running Total	Week 18					Week 17								
		WTD Total	Tues 6-Oct	Wed 7-Oct	Thur 8-Oct	Fri 9-Oct	WTD Total	Sat 10-Oct	Sun 11-Oct	Mon 12-Oct	Tue 13-Oct	Wed 14-Oct	Thu 15-Oct	Fri 16-Oct	WTD Total
Statewide Call Goal	56,975	4050	750	0	0	750	1500	750	2500	900	900	900	900	3400	10250
Statewide Calls Completed	70,380	10373	265	164	10	709	1148	1544	0	943	894	1203	1178	4709	10471
Statewide Door Goal	0						0	0	0	0	0	0	0	0	0
Statewide Doors Knocked	0						0	0	0	0	0	0	0	0	0
Statewide Supporter Goal	2	0	0	0	0	0	0	0	0	2	0	0	0	0	2
Supporters Statewide	1,281	53	2	1	0	5	8	14	0	10	7	11	5	16	63
Statewide PL Recruitment Goal	155	30	5	0	0	5	10	5	0	5	5	5	5	5	30
Statewide PLs Recruited	77	7	0	1	0	0	1	0	0	2	3	2	2	2	11
Statewide Volunteer Goal	18							0	16	0	0	0	0	2	18
Statewide Volunteer Recruited	4							0	0	0	0	2	0	2	4
Statewide Unique Volunteers	0														0
Statewide Emails Collected	5,014	94	7	2	10	11	30	24	0	21	7	10	10	10	82
Grasstops Engagements Goal	3,809	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Statewide Grasstops Engagem	3,199	186	23	20	3	29	75	29	0	26	17	18	20	11	121

# Supporter Retention

---

- Targeted email program
- Conference calls with campaign leadership
  - Weekly both statewide and by region
- Regular regional events
  - House parties and debate watches
- Monthly conference call with all with supporters
- Social media engagement
- Surrogate deployment

# What's Next?

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- Precinct captain goals
- Surrogate calls and deployment
- Community meetings
- Caucus trainings
- GOTV

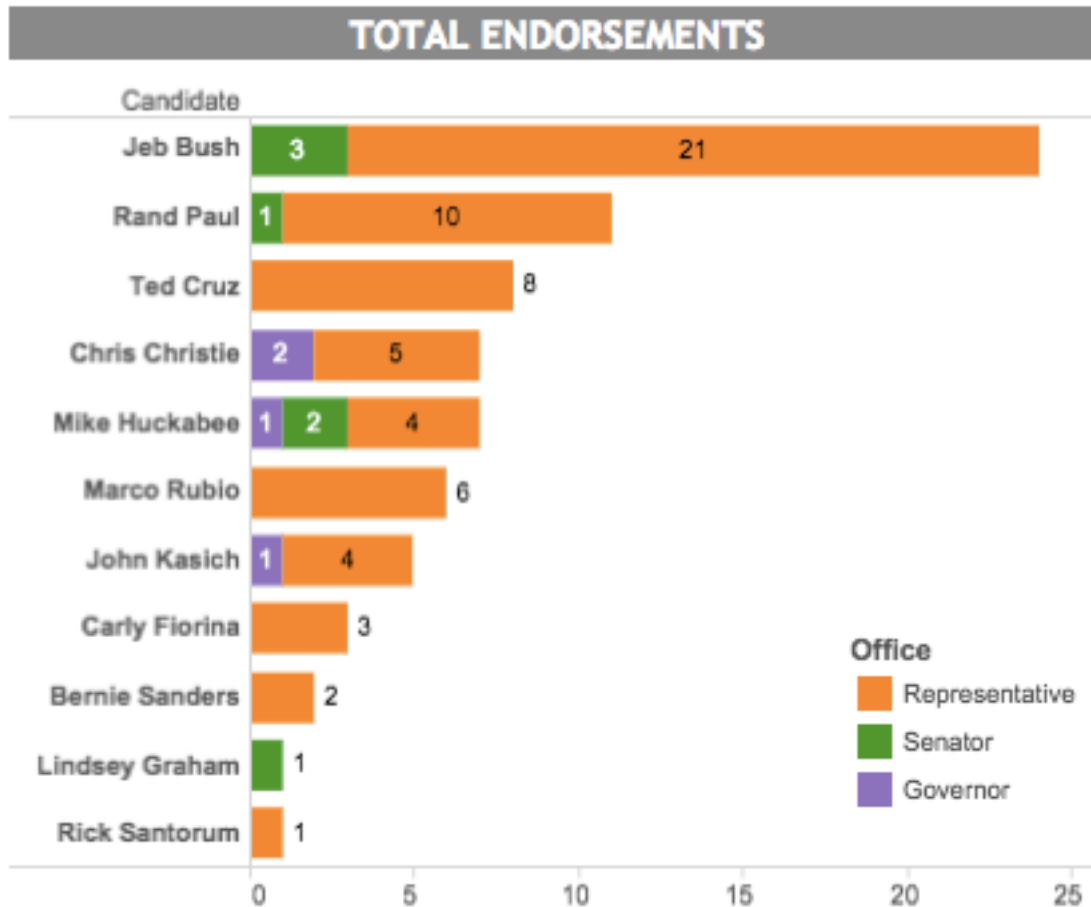
# Grassroots Efforts

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To date:

- We have made over 1 million targeted direct voter contacts.
  - We are persuading and gathering ID data
- We have secured more than 1,100 endorsements from leaders of all levels. These organizations will be valuable.
- We are engaging with key constituencies that can expand our vote and lend more support with volunteer efforts.
- Building the infrastructure to gain Ballot Access everywhere.

# Endorsements



- Jeb Bush has more Congressional public support than any other candidate.



# NOTABLE ENDORSEMENTS

---

- Denny Albaugh, Agri-Business (IA)
- Senate President Chuck Morse (NH)
- Fmr Congressman Tommy Hartnett (SC)
- Fmr Lt. Governor Brian Krolicki (NV)
- Speaker John Hambrick (NV)
- Fmr Governor Bob Riley (AL)
- Lt. Governor Kay Ivey (AL)
- Congressman Mike Rogers (AL)
- Lt. Governor Casey Cagle (GA)
- Attorney General Sam Olens (GA)
- Attorney General Palm Bondi (FL)
- Florida Speaker Steve Crisafulli (FL)
- Fmr Speaker Davy Carter (AR)
- Fmr Governor William Weld (MA)
- Fmr Congressman Vin Weber (MN)
- Speaker Jeff Hickman (OK)
- Attorney General Scott Pruitt (OK)
- Fmr Majority Leader Bill Frist (TN)
- Fmr Commissioner Bill Hagerty (TN)
- Land Commissioner George P. Bush (TX)
- Speaker Joe Straus (TX)
- Congresswoman Kay Granger (TX)
- Fmr Majority Leader Eric Cantor (VA)
- Fmr Lt. Governor John Hager (VA)
- Congressman Charles Boustany (LA)
- Senator Susan Collins (ME)
- Fmr Governor Jock McKernan (ME)
- Fmr Governor Luis Fortuño (Puerto Rico)
- Attorney General Bill Schuette (MI)
- Fmr Attorney General Mike Cox (MI)
- Congresswoman Mimi Walters (CA)
- Congressman David Trott (MI)
- Congressman Adam Kinzinger (IL)
- Fmr Governor Jim Edgar (IL)
- Congresswoman Ann Wagner (MO)
- Congressman Patrick McHenry (NC)
- Senator Orrin Hatch (UT)
- Fmr Attorney General Jerry Kilgore (VA)

---

We have over 45 volunteer operatives working in the March states and territories

# Engagement Efforts

---

## Announced

- **National Veterans Coalition**
  - 12 MOH Winners
  - Over 75 members of all ranks
- **Hispanic Steering Committee**
  - Announced more than 250 community leaders. 250 more will be announced in coming weeks.
- **Religious Freedom Advisory Committee**
  - Announced 94 members
  - Catholic, Evangelical, Protestant Mainline, LDS, Jewish & Orthodox
- **Jewish Steering Committee**
  - More than 75 members Announced
- **Millennials/Students**
  - 1,000+ Young Professionals (\$400k)
  - 300+ Campuses in 45 States

## In Formation

- **African Americans**
  - 20 active members in working group
- **Asian American & Pacific Islanders**
  - 12 active members in working group
- **Law Enforcement**
  - Recruited 11 County Sheriffs
- **Agriculture**
  - 30+ on Iowa Farm Team (Announced)
  - 10 members on National working group including 2 former U.S. AG Secretaries
- **Second Amendment**
- **Business Leaders**

# Ballot Access

## The Ballot 2014

Tracking the 2014 elections.



### More Delegate Problems for Rick Santorum in Illinois, D.C.

Lack of national organization coming back to haunt Republican again.

CNN politics

2016 Washington Nation World Our Team Search CNN

#### Four GOP candidates fail to make Virginia primary ballot, judge rules

By Bill Mears, CNN

Updated 9:28 PM ET, Fri January 13, 2012



The names of Rick Santorum, Rick Perry, Jon Huntsman and Newt Gingrich will not appear on the Virginia primary ballot.

##### Promoted Stories



The 15 Best School Districts in the U.S.  
TheStreet



This 20-year-old from Alabama doesn't look like a...  
CBS News



The Ripple Effect Nationwide on Wall Street  
Street Journal



All of the Dirty Laundry the Obamas Don't Want Aired  
Radar Online - Photos

Recommended by Outbrain

##### More from CNN



...ther the requisite number of signatures in his homestate, Newt Gingrich a ballot in the state of Virginia.

erry also failed to submit enough signatures to qualify for the Virginia nan Ray Sullivan released a statement indicating that the campaign plans to sw and decide whether or not to challenge the Virginia GOP's ruling.

the facts and law to determine whether an appeal or challenge is

# Ballot Access

---

- Experienced team leading effort
- Deployed paid staff into the field and mobilized volunteers to gather signatures in states such as Vermont, Delaware, Alabama, Virginia, Indiana, Illinois and Alaska
- Actively recruiting delegate slates in Alabama, Tennessee, Illinois, Pennsylvania, New Jersey, and Ohio (States where delegates are directly elected on the ballot).
  - First camp. to recruit a full slate of delegates in TN
  - Successfully on ballot in IA, SC, NV, AL, KY, GA, MN, VT, KS, ID, ME, AK and HI.

# March State Prioritization

---



“1,428  
DELEGATES IN 22  
DAYS!”

## GOALS

- To maximize expected delegates earned by efficiently allocating time and money
- To develop a formula that can serve as a data informed starting point for these decisions
- To take into account GJB’s unique strengths to identify advantageous geographical areas

# March State Prioritization

## WEIGHTS

### STRUCTURAL

*election rules*

- Primary / Caucus
- Open / Closed
- Allocation methods
- Thresholds
- WTA options

### CALENDAR

*date*

- Earlier is more important

### HISTORICAL

*Romney*

- 2012 primary performance of Mitt Romney

### PREDICTED PERFORMANCE

*Jeb*

- Jeb Microtargeting
- Jeb Digital Data
- Jeb Survey Data

### TV

*efficiency*

- CPP
- Feb/March state coverage

### STRATEGIST

*intangibles*

- Leadership survey
- Home state advantages
- In state strategist survey

Weighting is dynamic so that as primary season progresses, predicted performance weights become more important

# Data & Analytics

---

**260 MILLION** individuals in our database

**3,000** data points per individual

**30,000** tags from previous ID efforts

**HUNDREDS OF THOUSANDS** of calls into early state voters

- This data is being used to provide detailed MicroTargeting profiles of voters in key primary states.
- We know exactly which Republicans are the most likely to vote and what issues matter to them.
- We are running thousands of simulated Election Days using the data we have collected in order to game out different scenarios and better allocate resources.

# Data and Analytics

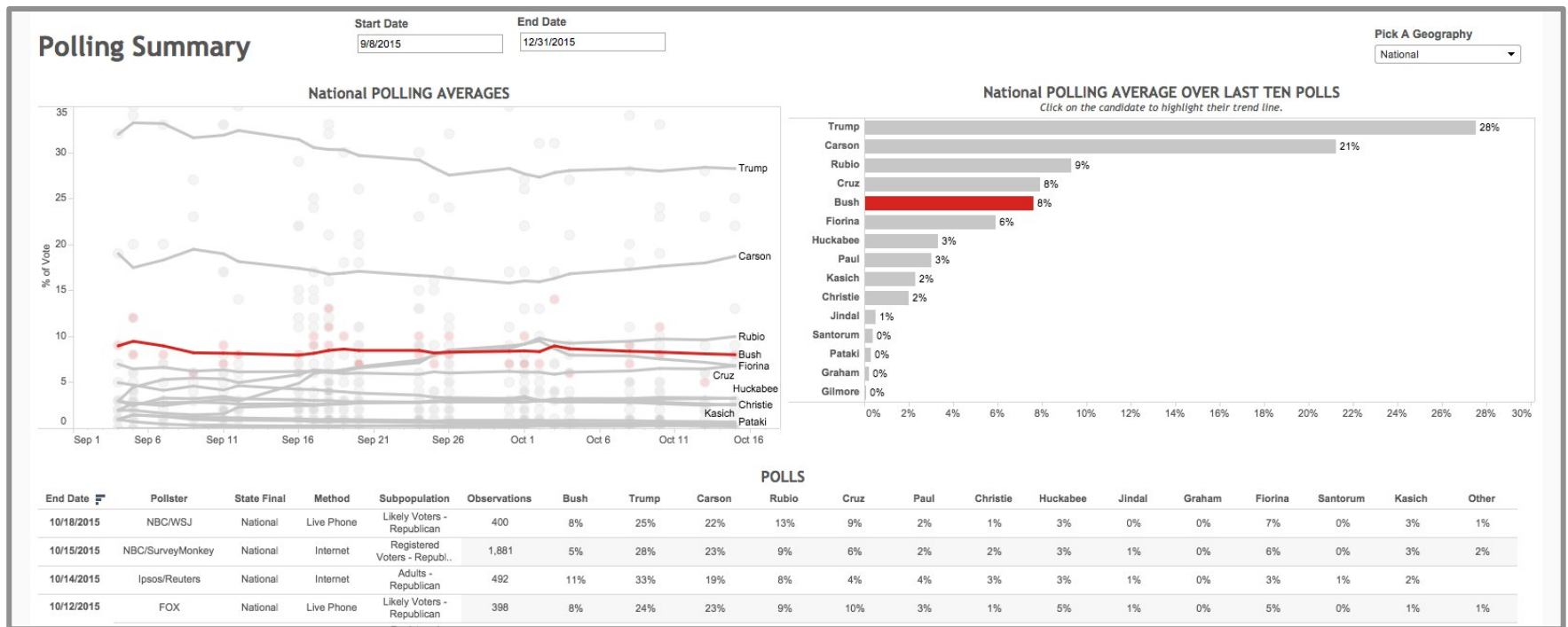
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## The Most Sophisticated GOP Analytics Effort Ever

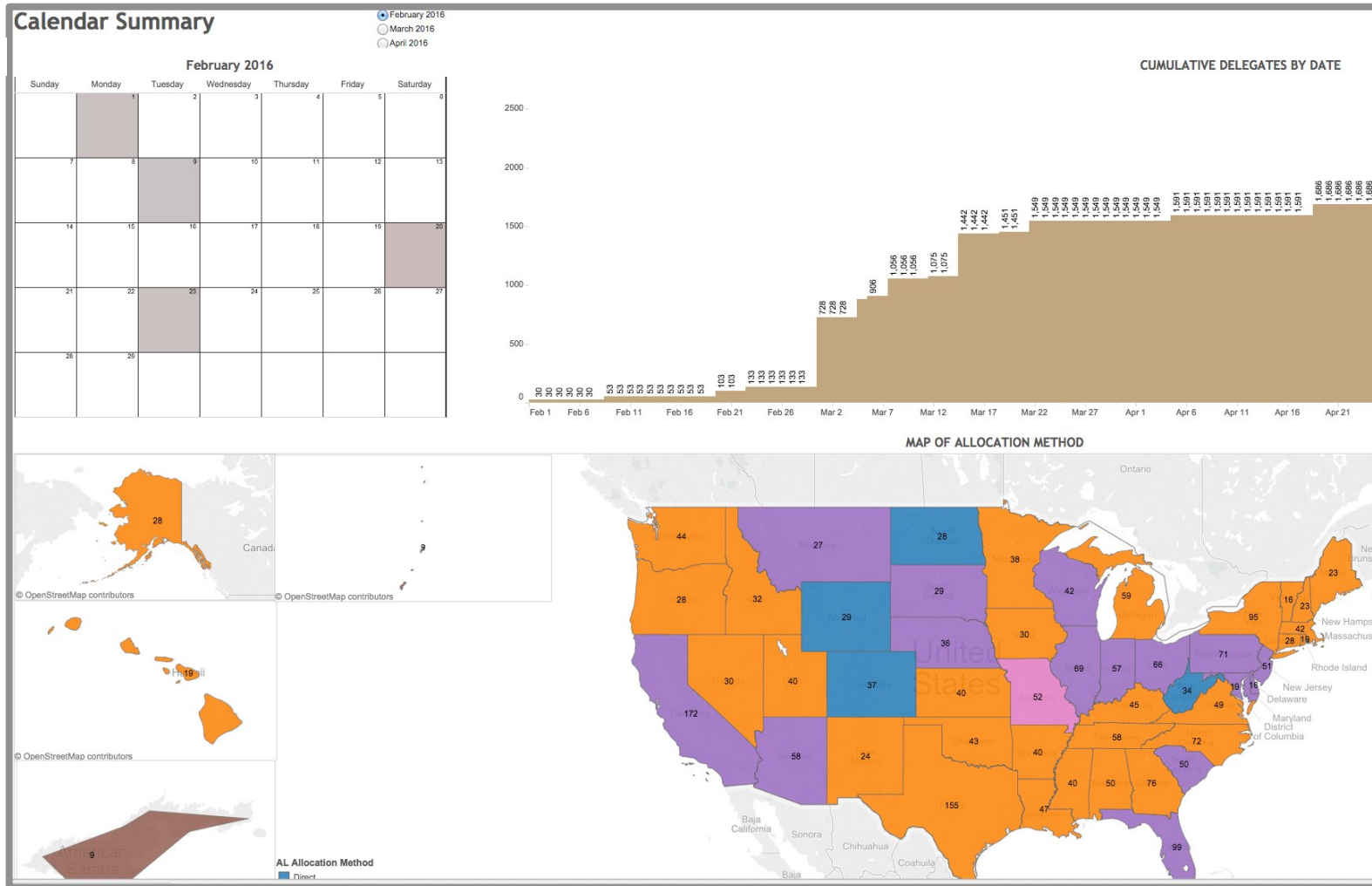
- Voter Scoring & Microtargeting
- Direct Contact Universe Creation
- Poll Sample Management
- Vote Goals & Turnout Models
- Forecasting & Simulations
- Paid Media Allocation & Optimization
- Experiment Informed Programs
- Conversation Tracking



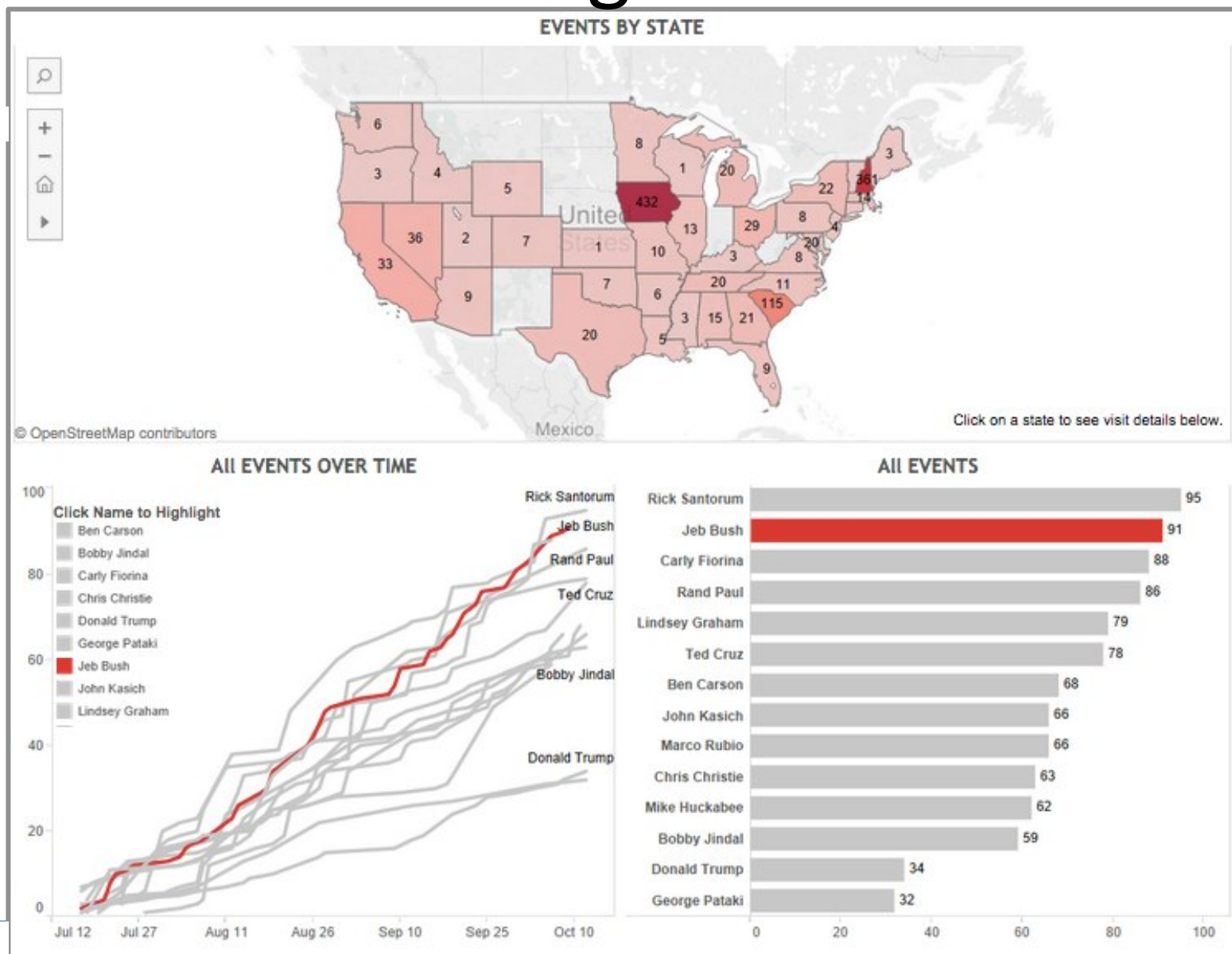
# Ackbar: Strategic Dashboards



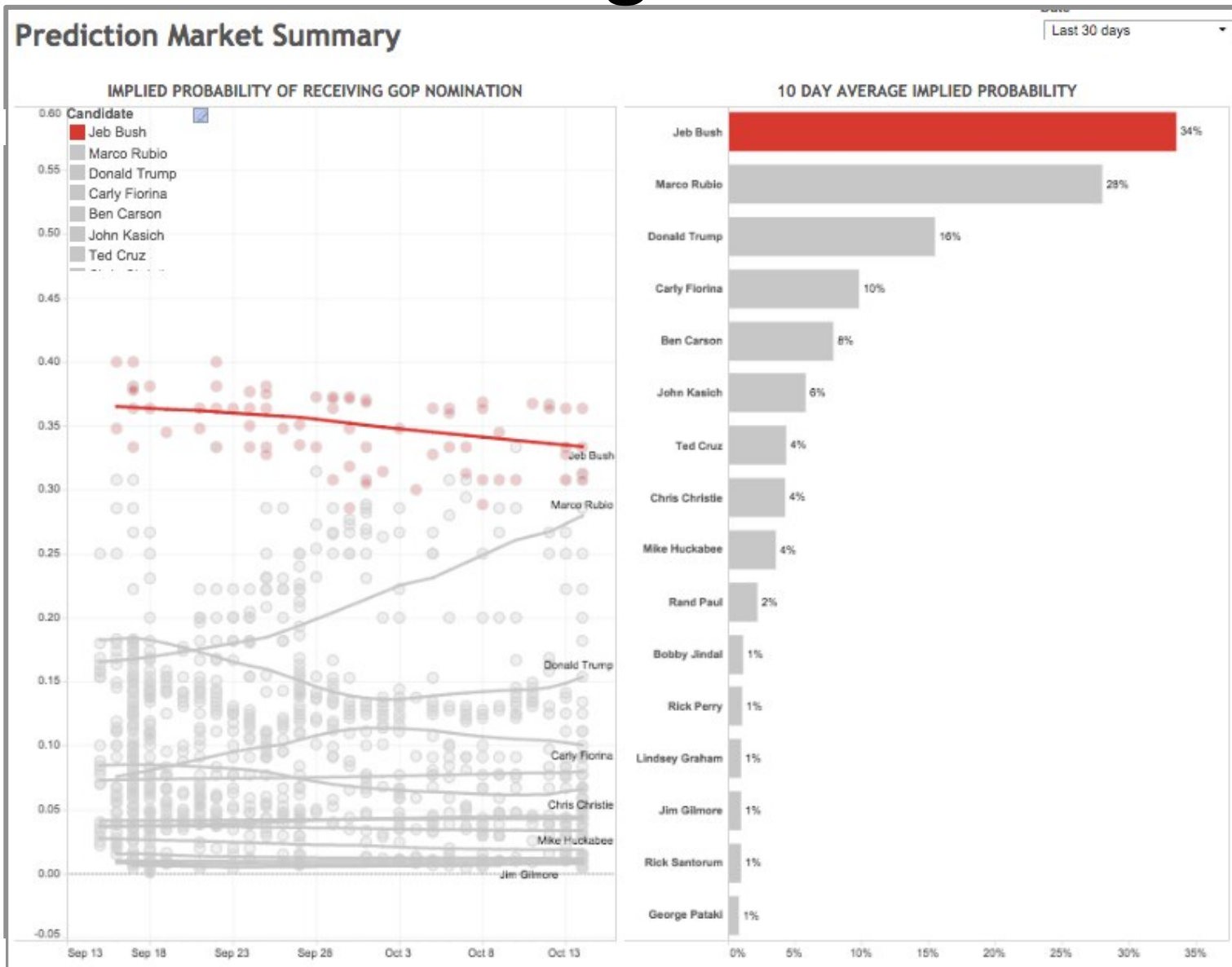
# Ackbar: Strategic Dashboards



# Ackbar: Strategic Dashboards



# Ackbar: Strategic Dashboards



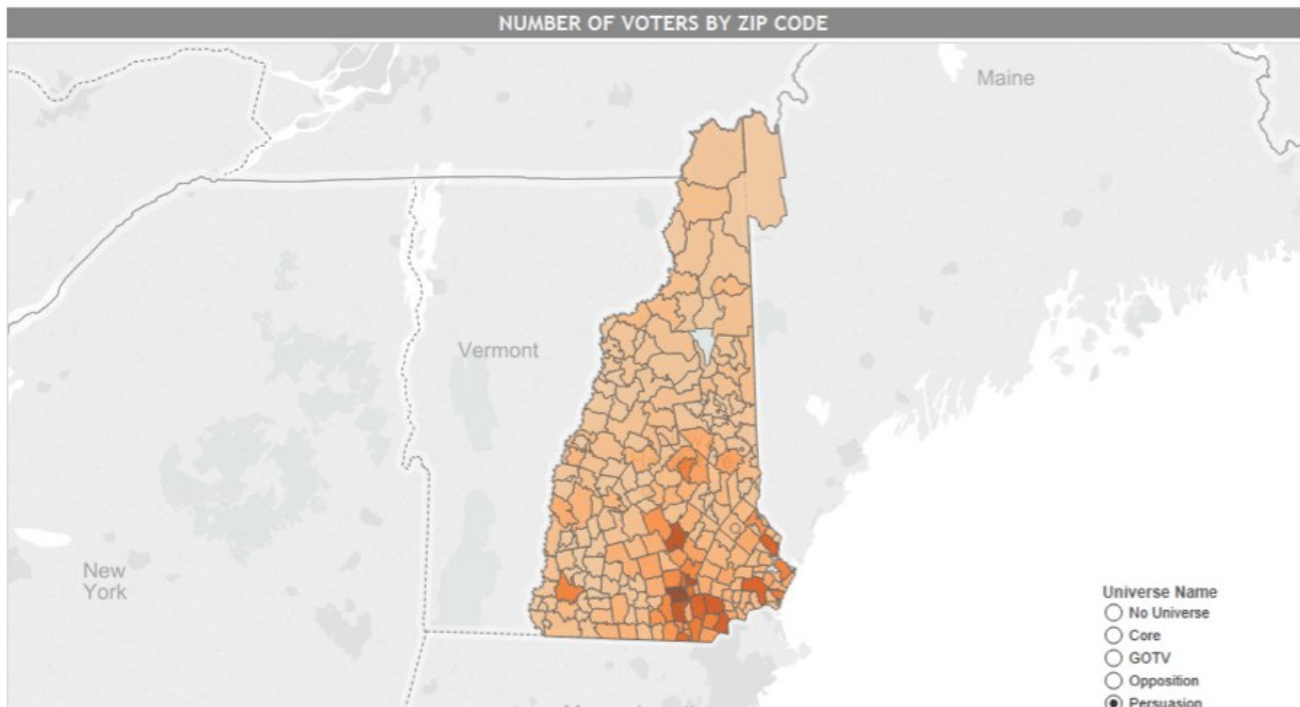
# Microtargeting

## Universe Overview

State  
☐ Null  
☐ IA  
☒ NH  
REL7

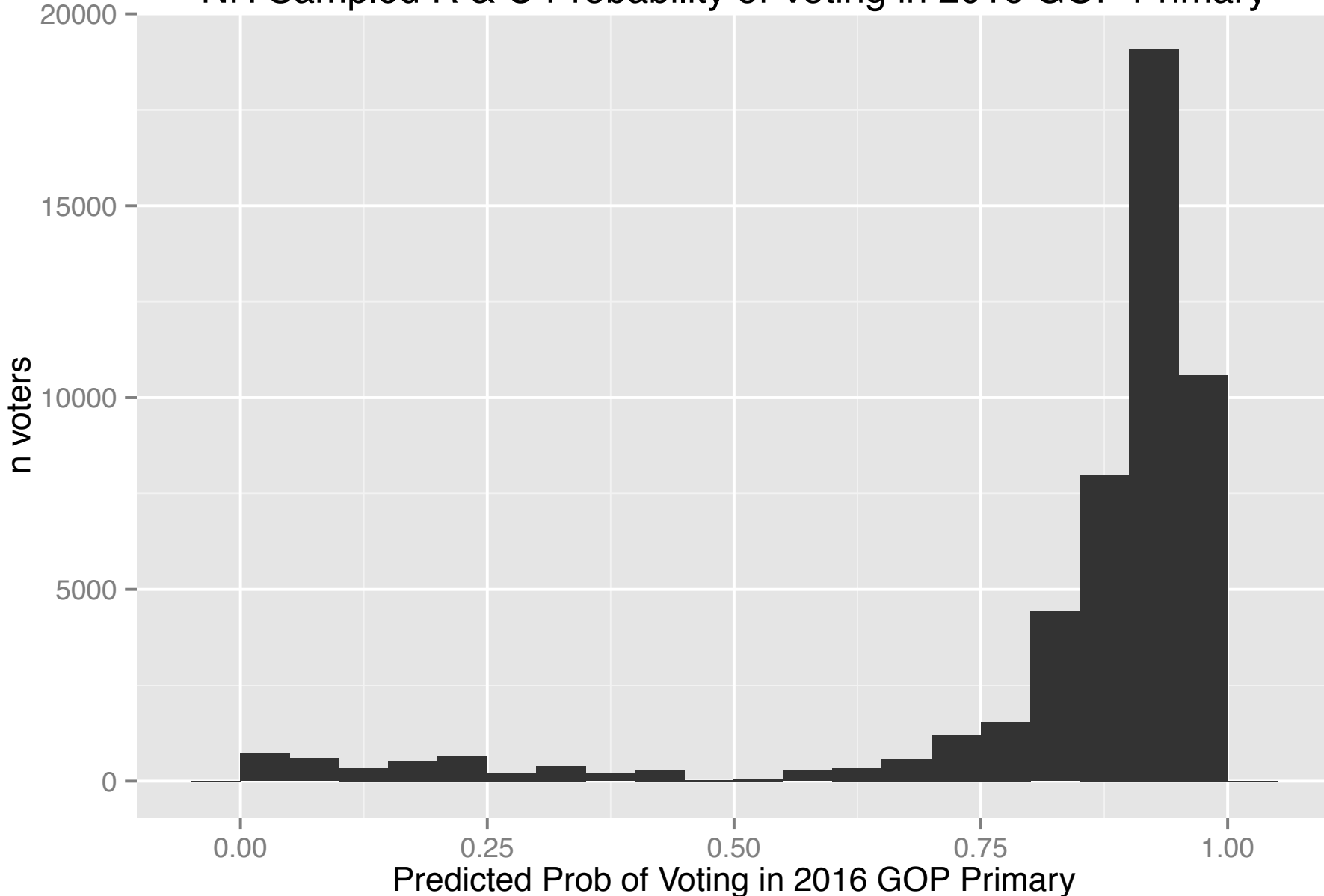
Scroll to the right to see more options.

UNIVERSE INDICIES															
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	White	Black	Hispanic	Asian	Other	Married	Single
Core	108	92.7	53.7	46.7	72.5	106.3	97.6	116.9	102.6	95.3	85.5	98.6	106.9	123.9	85.2
GOTV	103	97.6	160.0	221.2	131.9	108.0	95.9	68.5	96.0	105.9	129.1	115.0	97.2	83.3	115.5
Opposition	90	107.3	137.6	111.5	117.9	112.8	110.1	72.3	98.8	103.6	109.2	113.7	110.4	98.3	102.4
Persuasion	102	98.9	86.8	90.1	94.3	93.2	97.2	111.1	100.5	98.8	95.6	93.3	95.3	98.5	99.8



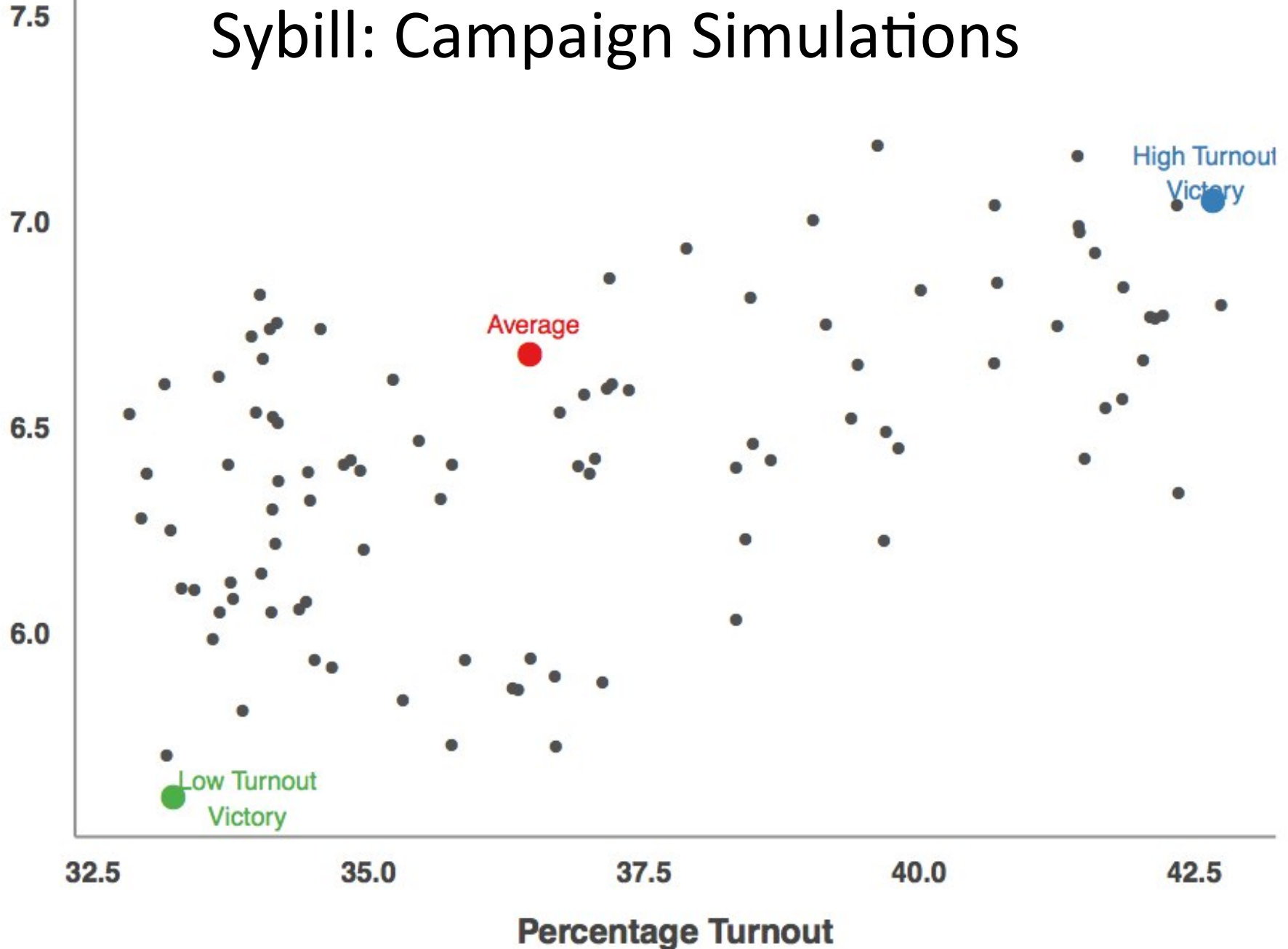
# State of the Art Poll Sampling

NH Sampled R & U Probability of Voting in 2016 GOP Primary



# Sybill: Campaign Simulations

Percentage Jeb Ballot Lead



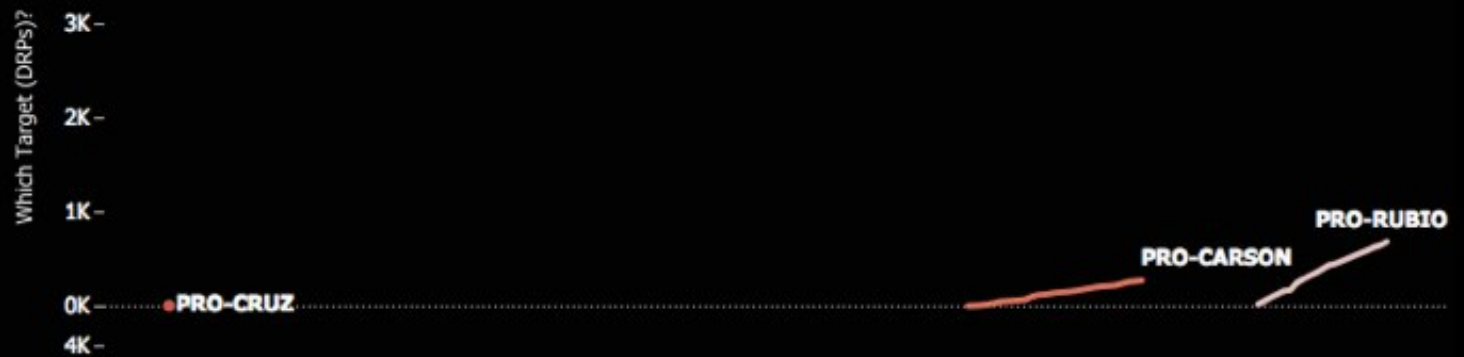


# Advanced TV Tracking

Boston MA  
(Manchester  
NH)



Burlington  
VT-  
Plattsburgh  
NY



Portland-  
Auburn ME





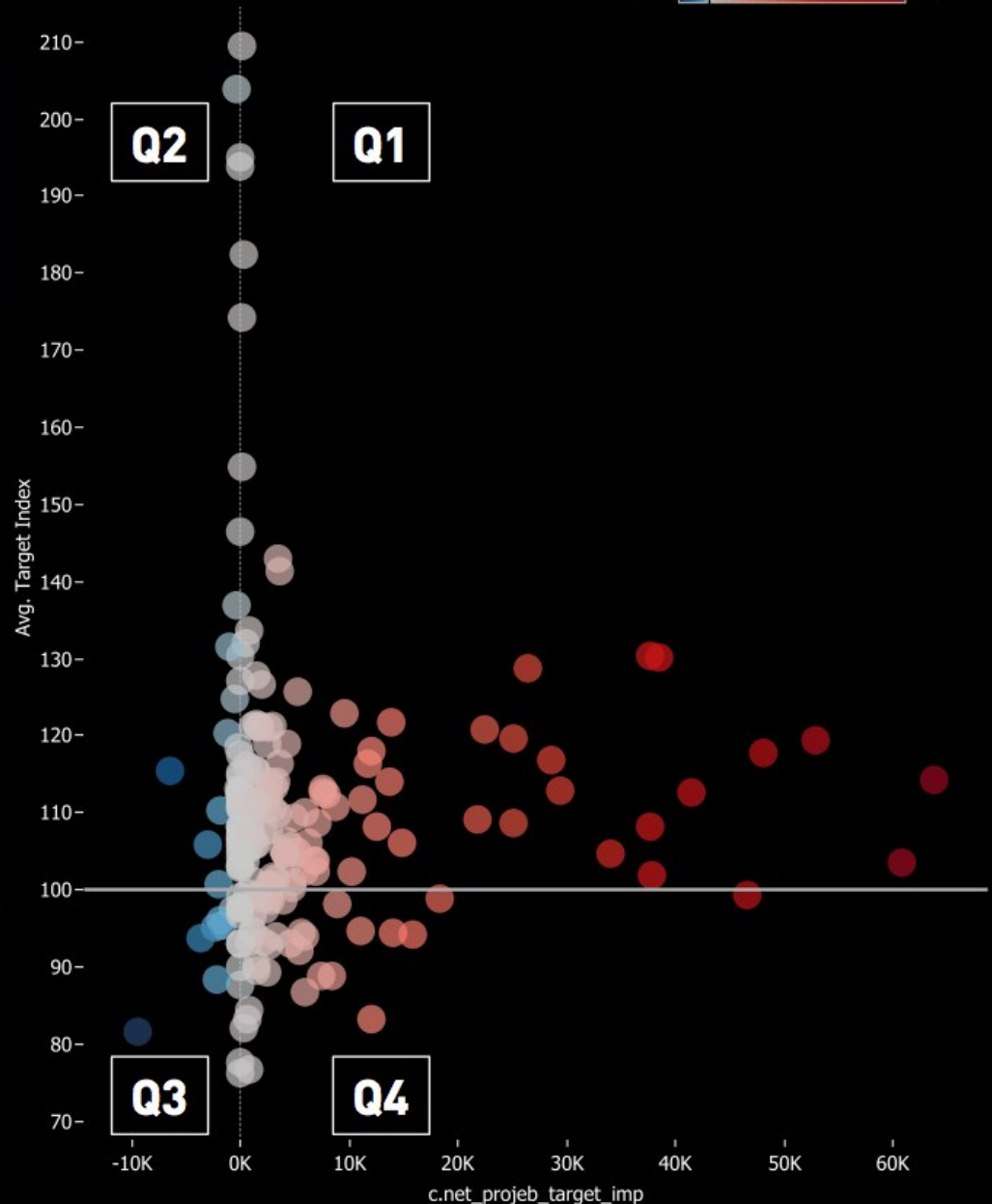
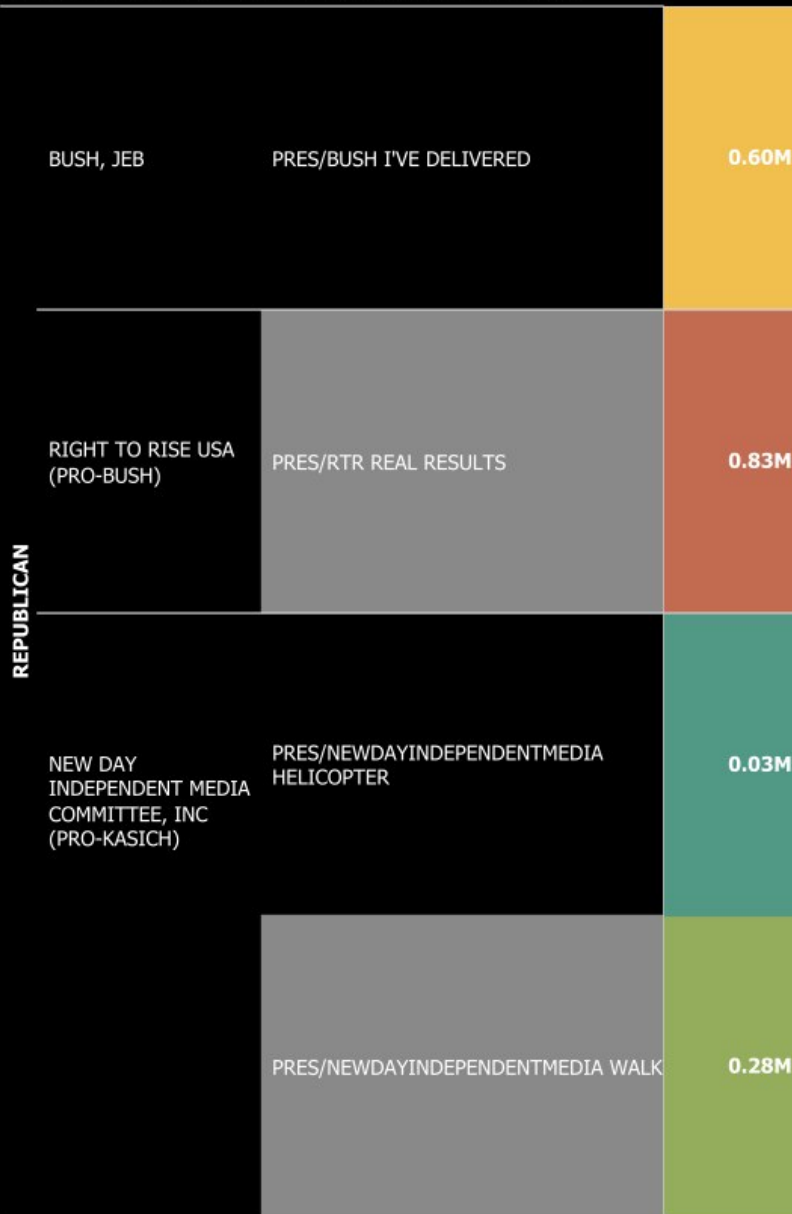
# Conquest Advertising

NET Pro-Jeb Target Impressions

-9,432 63,711

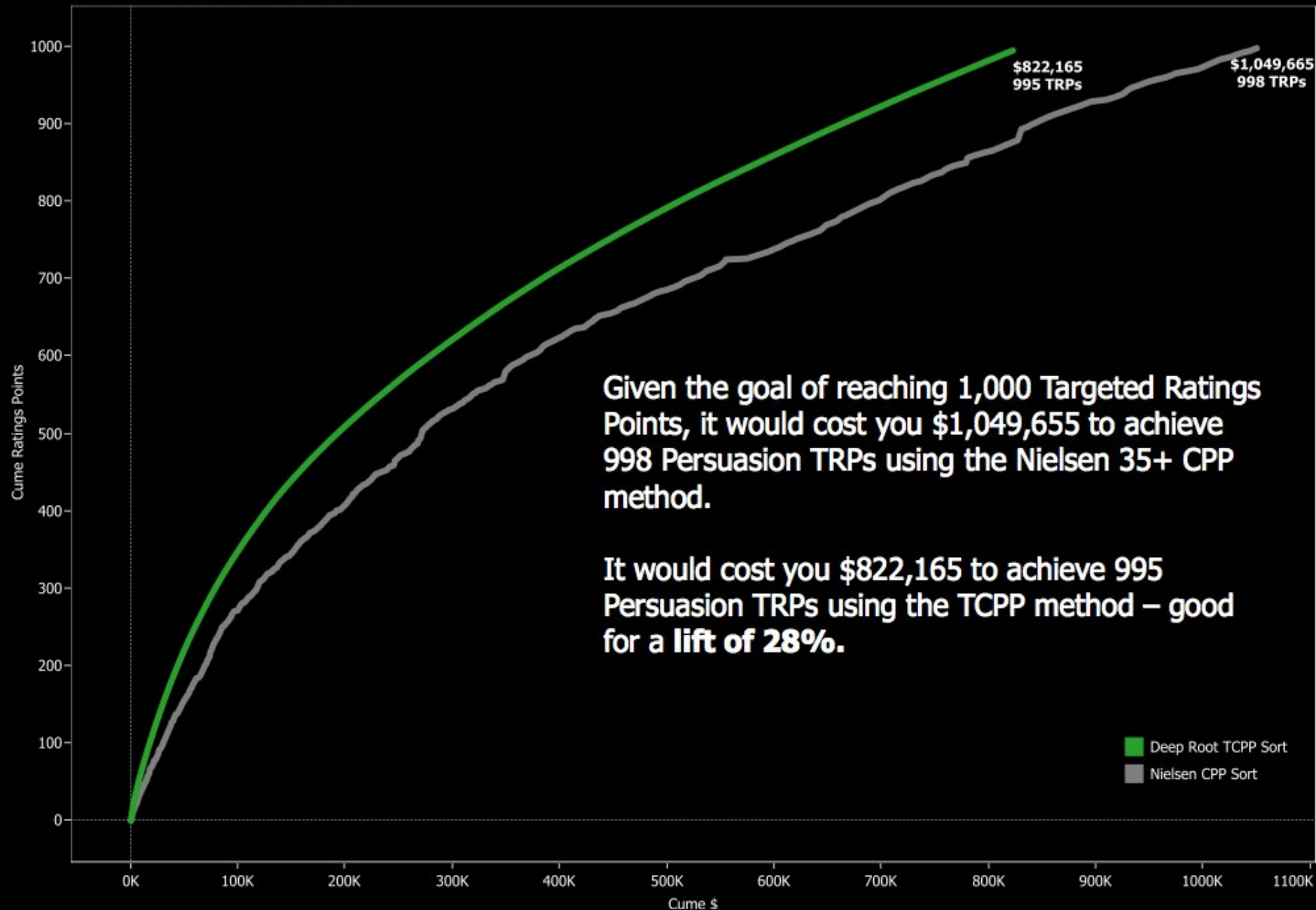
## Pick Sponsors or Creatives

(Hold CTRL on PCs or CMD on Macs to select multiple)



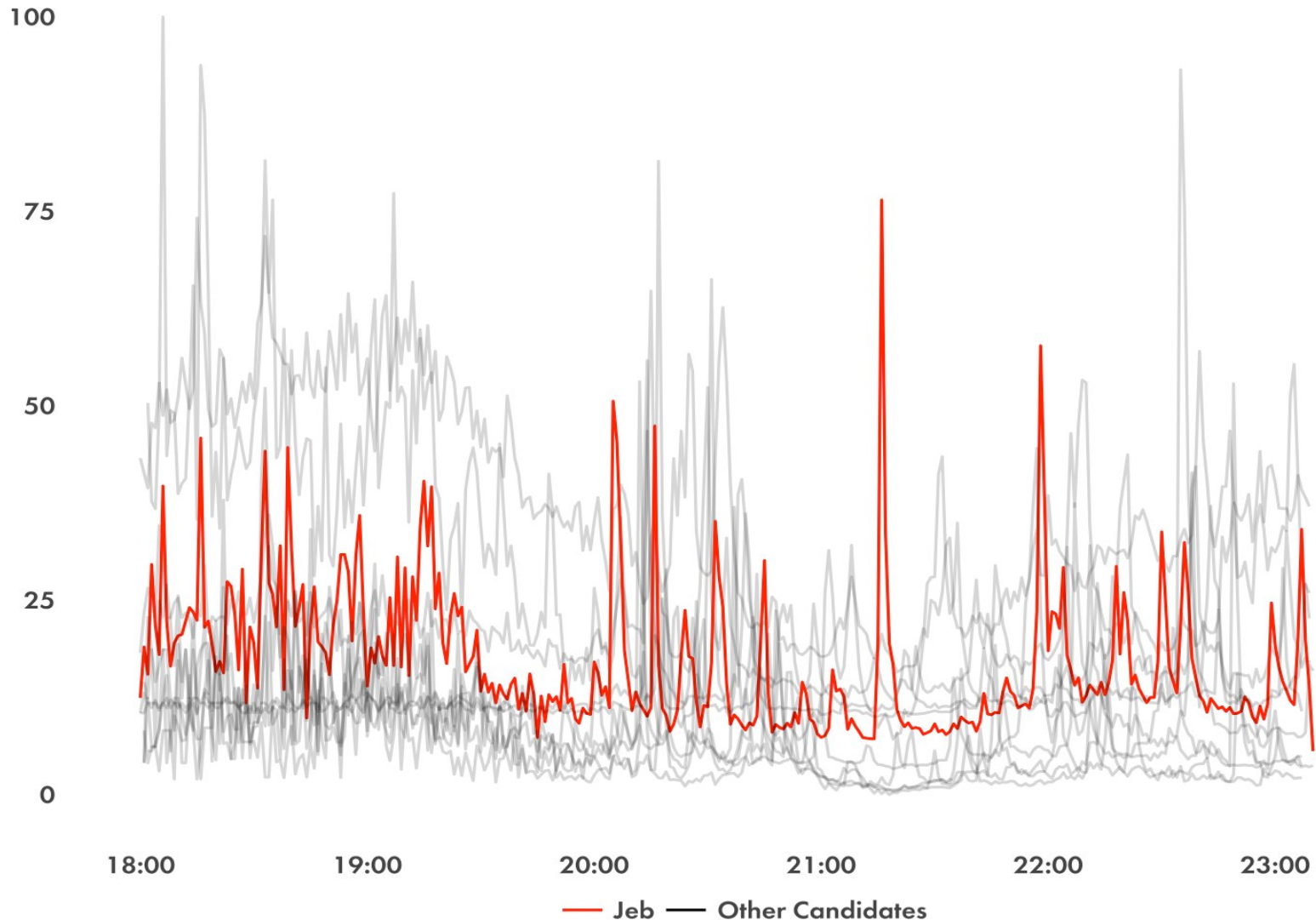
# Targeted Media Buying Efficiencies

Persuasion: October, Boston DMA



# Digital Tracking & Analytics

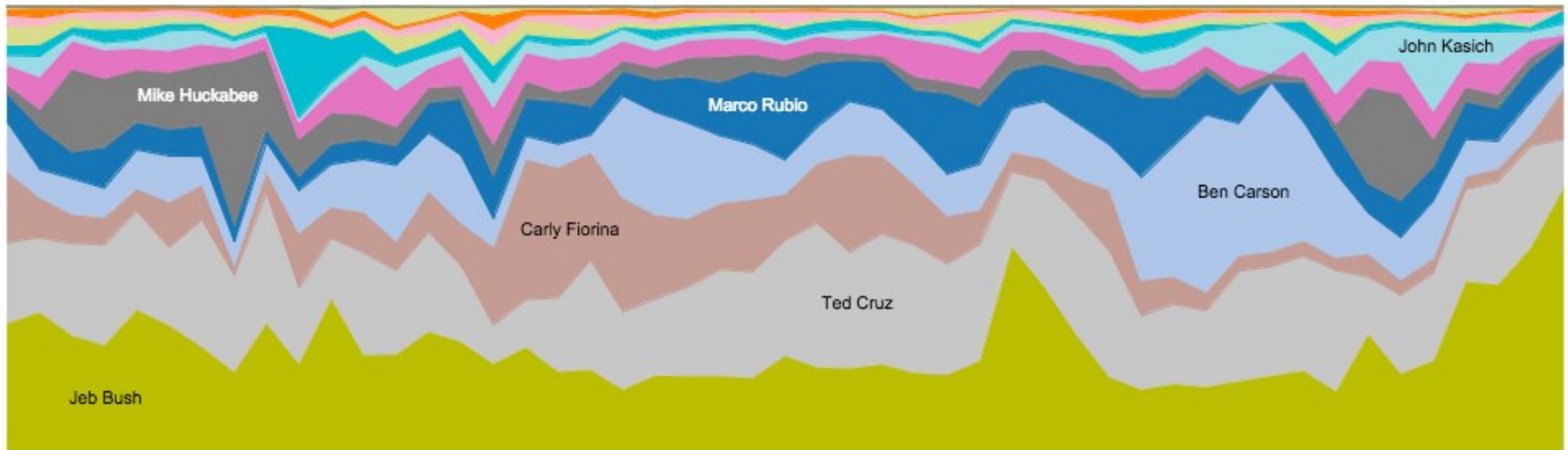
Relative Google search traffic, September 16 debate.



# Social Media Monitoring

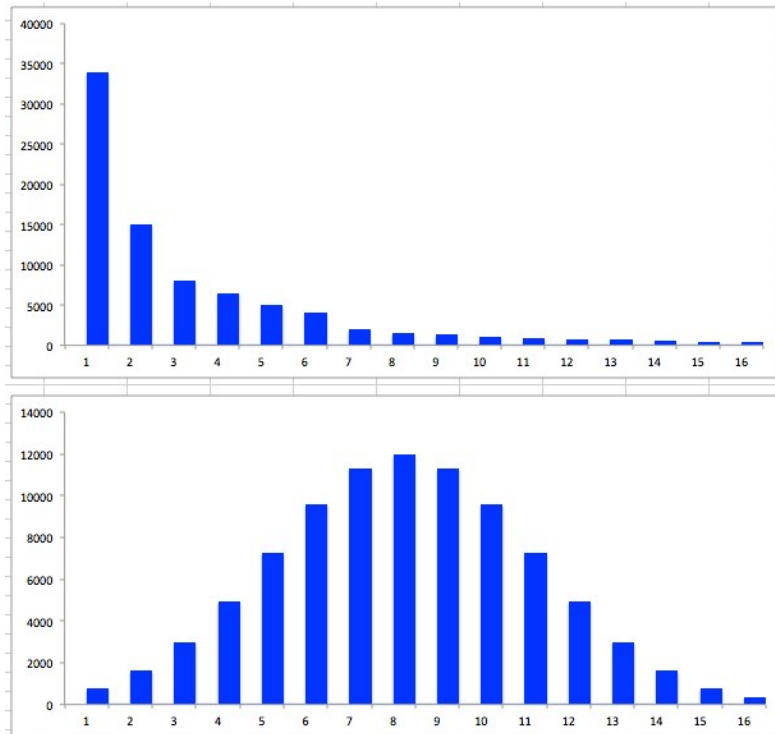
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Share of Voice



# Digital Advertising

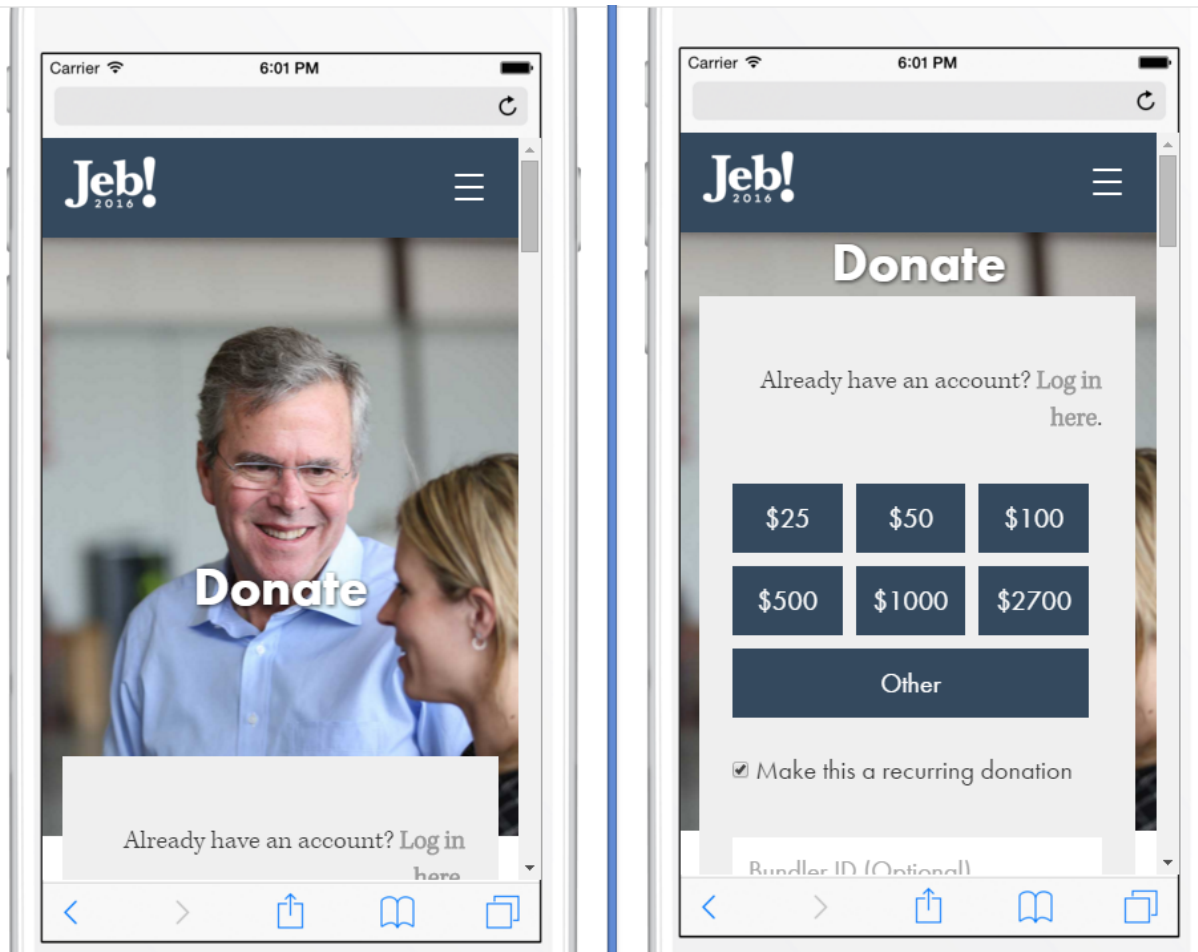
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## Ads:

- We have matched our voter targets into cookie pools so that our digital efforts are perfectly synced with our field and television efforts.
- We have a truly cross channel, cross browser effort that allows us to serve an ad to a target of ours on their desktop at work, and then to their iPad as they watch TV at night.
- We are constantly targeting the person, not the site, not the device.
- We are tracking and adapting our digital advertising in real time, reallocating our reach and frequencies constantly.

# Digital Fundraising



## Fundraising tools:

- We have a one-click donation system built on the same technology as apple-pay.
- We've built a dynamic and personalized website, that allows us to customize the not only what we ask for but the amount you see on the forms on our site, customized to you as a donor and your ability to give.
- We are testing and optimizing the website by audience type, allowing us to customize the site experience by audience. So for example, visitors from a mobile device see the site that better yields outcomes for mobile visitors, and desktop visitors see the site that yields the best outcome from them.

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# Communications

Tim Miller

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# State of the Race: Press Process



# Communications Objectives

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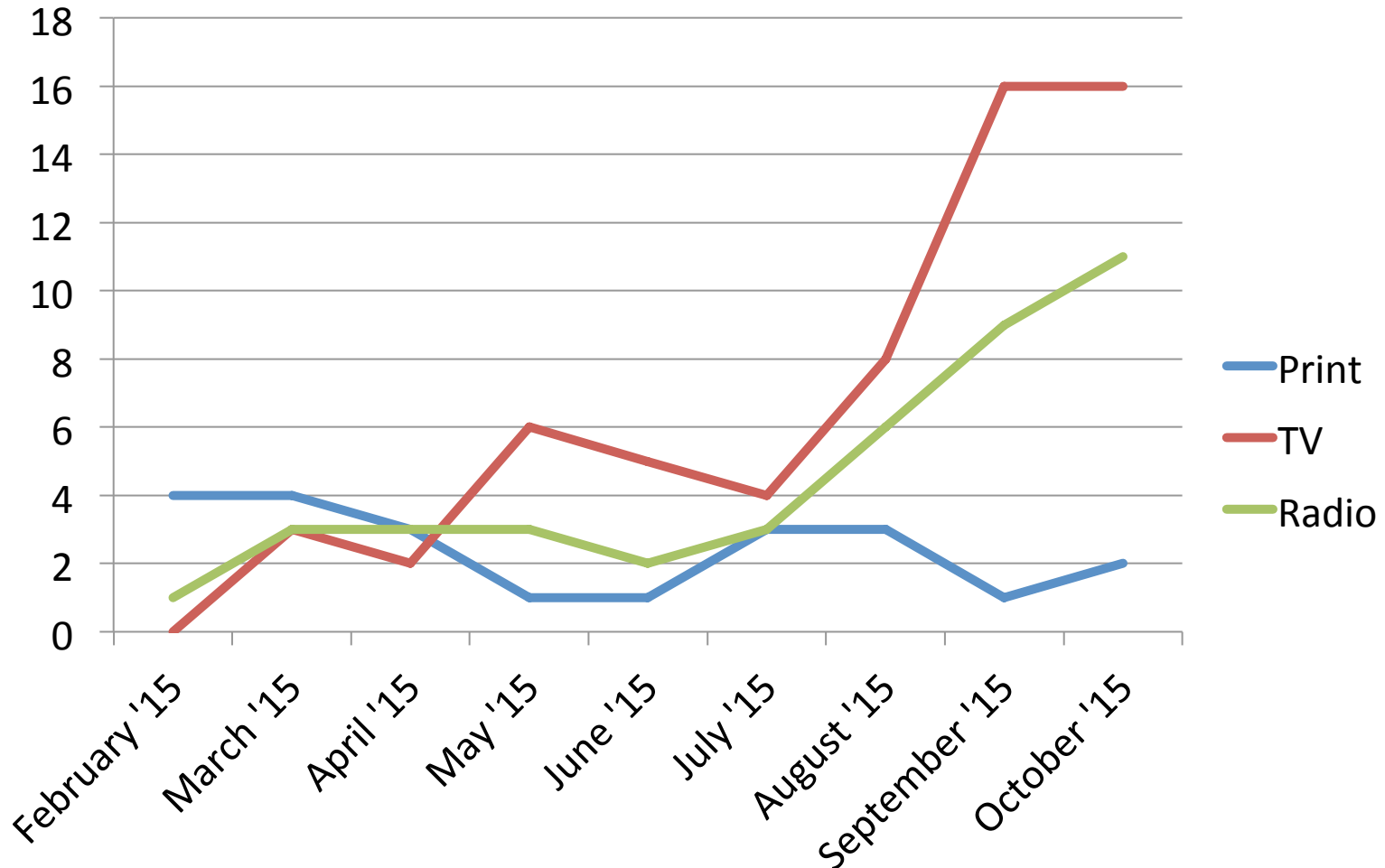
- Advance Attributes Necessary to Win
  - Plan to fix DC
  - Cares about people like me
  - Strong Leader
- Contrast Those Traits with Opponents
- Promote to Target Audiences in States/Niche Groups
  - Local Media
  - Digital/Social

# Plan To Fix DC: Policy

---

- Washington Reform
  - **Union Leader:** Bush: Massive reform needed for America
  - **Boston Globe:** Bush remarks please conservatives in N.H.
- Reform And Growth Tax Plan
  - **Wall Street Journal Editorial: The Bush Growth Plan** – *“Tax reform that would cut rates and unleash business investment.”*
  - **Politico: Bush Tax Plan Delights Conservatives** – *“Jeb Bush’s tax plan is a bonanza for conservative Republicans, and may be something to energize his campaign.”*
- Regulatory Reform
  - **WQAD:** Jeb Took Campaign to Iowa Farm to Discuss Reg Reform Plan with Farmers
  - **KCRG:** Jeb Bush Blasted President Obama for Allowing DC to Run Amuck
- Energy
  - **Reuters:** Jeb Bush energy plan emphasizes jobs, lower prices
- Health Care
  - **National Review:** Jeb Bush vs. Obamacare

# Interviews with Jeb



# Local Media: Iowa/NH/SC/NV

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## Iowa

- **Gov. Jeb Bush interviewed with Cynthia Fodor of KCCI 8 News**
- **Jeb interview with Dave Price: Jeb:** “We Need to Reform The Mess in DC, Members of Congress Shouldn't Get Paid for Skipping Votes”
- **Radio Iowa Interview - Bush:** ‘No other campaign comes close to the details’ in my tax plan
- **AP:** Bush touts upbeat vision with Iowa speech and new video

## New Hampshire

- ***Concord Monitor*:** At Tilt’n Diner stop, Bush declares: ‘I’m gonna win New Hampshire
- **Calendonian Record:** Littleton-Lancaster: Jeb Bush Visits North Country
- **Monadnock Ledger-Transcript:** Gov. Jeb Bush visits Nonie’s

# Fun/Personal Interviews: Fallon

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# Niche Audiences:



# Digital: Content

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- **We've tagged our site** to provide us deep insights into what audiences consume, providing us thousands of data-points on site visitors.
- **During the debates**, we're nimble, and combine our top quality video and graphics content with our advertising efforts. Pairing ads to the audiences that will most likely be moved by them rapidly and effectively.

# Social Highlights



**Jeb Bush** ✓  
@JebBush



Following

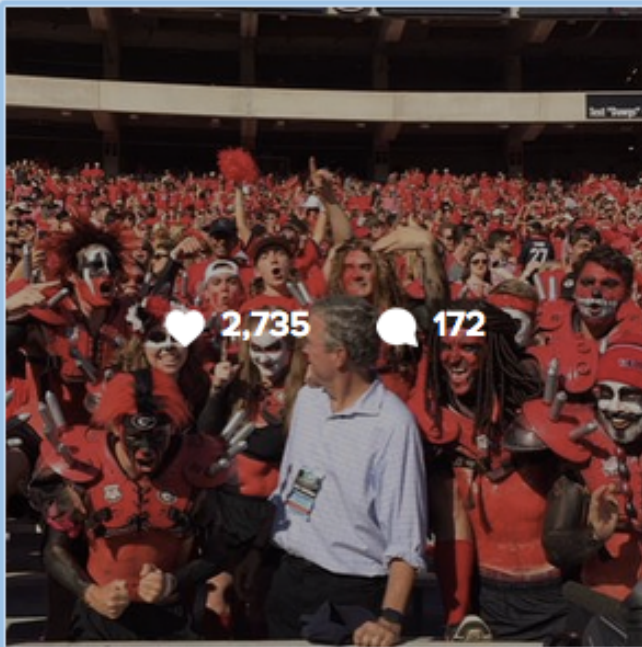
Sorry Mom

RETWEETS  
**30,078**

FAVORITES  
**29,258**



9:32 PM - 16 Sep 2015



2,735



172



**Jeb Bush** ✓  
@JebBush



Following

.@HillaryClinton fixed your logo for you.



RETWEETS  
**10,239**

FAVORITES  
**14,339**



9:09 PM - 10 Aug 2015



**Jeb!**  
2016



# Jeb TV

“#JebNoFilter: Sharknado 3”

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Q&A

with

Sally Bradshaw & Danny Diaz

---

# National Finance Update

Heather Larrison,  
Woody Johnson, and Jack Oliver

# Q4 Rollout

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**POP ART, POLITICS & JEB**

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**SATURDAY, DECEMBER 5, 2015**

**ART BASEL MIAMI**