

[turnitbluedigital.com](https://turnitbluedigital.com)

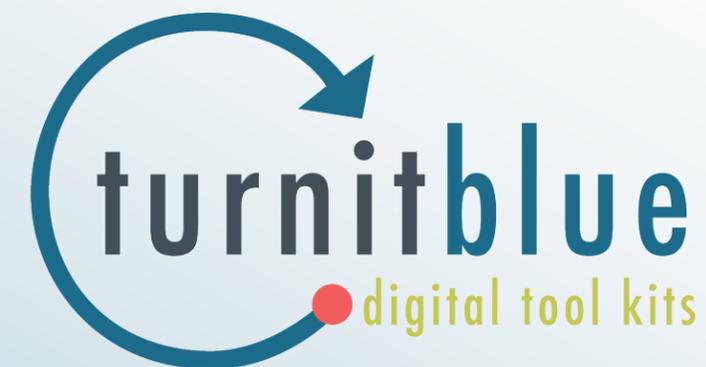
[hello@turnitbluedigital.com](mailto:hello@turnitbluedigital.com)

Running for  
office is hard.

It takes guts and  
perseverance.

But it's important.

We want to join you  
on that journey.



## Intro

If you're a candidate, especially at the state or local level, it's often all on you. You're knocking doors, you're raising money, you're eeking out every vote you can.

You also need a website, you've got to email supporters, you've got to handle social media, and you've got to figure out how to best spend your hard raised dollars to get your message out . . . It goes on and on.

**That's where we come in.**

**Turn It Blue** is a set of straightforward digital tools that put your campaign on track to win, help take the burden off your shoulders, and do it all professionally, on-time, and affordably.

# Our history

We got our start (at our sister agency Boulder Strategies) working for progressive candidates and causes across the country, from statewide ballot initiatives to congressional, senatorial, and gubernatorial campaigns. We're proud to have racked up a **92% win rate** — and that **96% of our clients choose to stay with us, year after year.**

But progressive candidates have gotten shellacked on the state and local level for a long time now. Even with big gains in 2018, we still trail Republicans in state legislatures by **more than 600 seats.**

**We're tired of it.**



**Turn It Blue** grew out of a stinging desire to fight back. We took our decades of experience, locked ourselves in a room, thought back on all the campaigns we've worked on in the past, and hammered out a plan to knock down one of the toughest barriers that state and local candidates face: **kickstarting and maintaining an effective, professional digital program — one that wins.**

Turn It Blue Digital is proud to have helped our clients achieve a

**92% Win Rate**

# Introducing: Turn It Blue Digital

## launch kits

**Get up and running fast.**

Announcing that you're running for office is a big step — and we all know that first impressions matter. Get your campaign off on a high note with a custom Launch Kit that's sure to impress.

## advertising

**Be everywhere your voter is.**

Buying meaningful ads at smaller budgets is nearly impossible . . . until now! Our revolutionary self-serve platform will make political advertising easier than you ever thought — and more effective than you ever imagined.

## campaign boosts

**A la carte options to fit every campaign**

Our a la carte campaign boosts provide quick solutions so you can finally cross everything off your to-do list. Let our team of digital and political experts help take your campaign to the next level with services and support to fit your needs — and your budget!

## content kits

**Content you can count on.**

Creating unique content that stands out can be overwhelming. With our Content Kit, we'll supply a fresh monthly set of graphics, email outlines, and fun, useful extras to keep your digital communications fresh and current.

## support kits

**Always here if you need us.**

We try to make this whole thing as easy as possible, but sometimes you need a little extra help. With a Support Kit, when questions arise, you'll have priority access to the **Turn It Blue** team of strategists for just about any help you might need!

# launch kits

Get up and running *fast*. Turn It Blue will have your digital program up and running (and looking great!) in less than a week!

Every Turn It Blue Member will join an exclusive community specially curated for candidates running at the state and local level. And when your campaign is launched, we'll personally check in once a month to make sure things are going well!

**Website Starter Pack:** Show voters **who you are** and **why you're running** to represent them! We'll help you put your best face forward from the very start, with your online home base, styled to fit right in with the rest of your campaign.

**Campaign URL and Email address:** Your constituents need a place to **reach you**. We'll provide you with a domain name and campaign email address so that people can find you easily.

**Logo design:** Your logo should represent **what you stand for**. We'll create five drafts and work with you through two rounds of edits to make sure it's spot-on, ready for your website, mail pieces, yard signs, and more.

**Branding guide:** Consistency is key. Our comprehensive branding guide will keep your campaign looking **professional, consistent and memorable**, from Launch Day through Election Day!

All for \$2500

# Voter Outreach Essentials

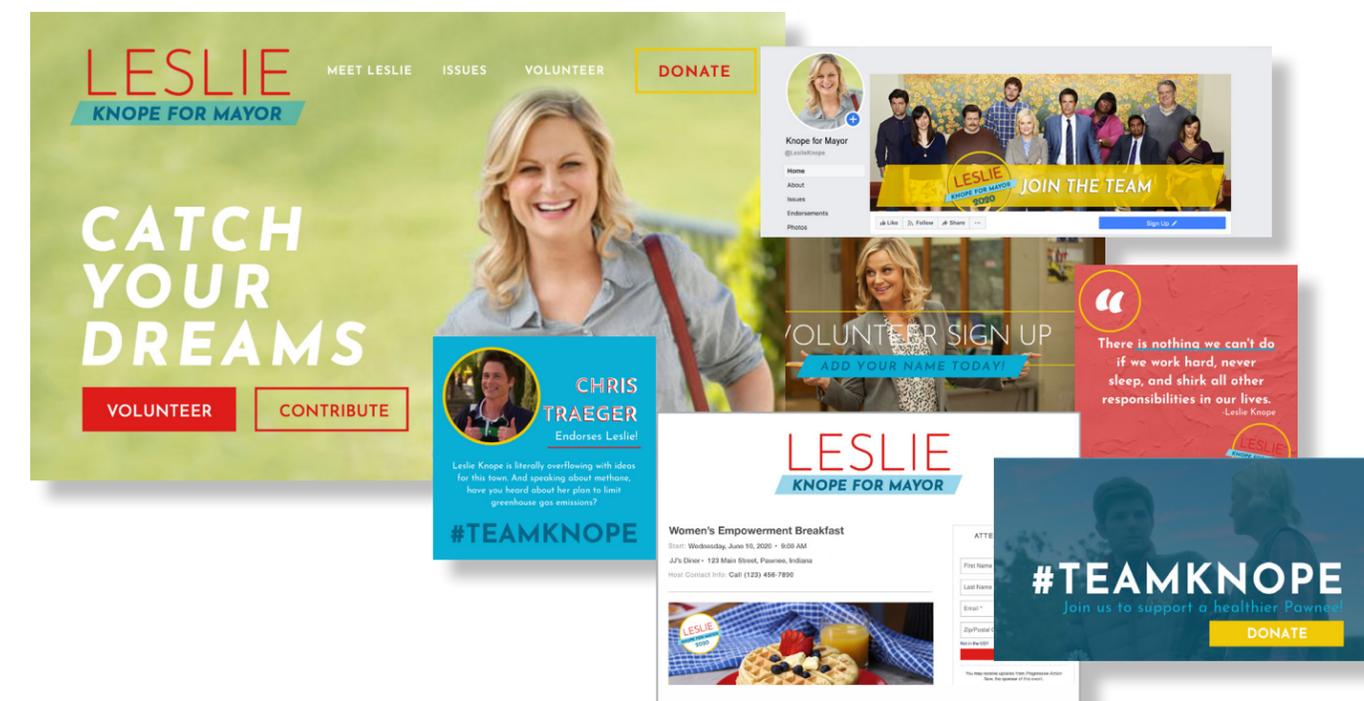
Included with your Launch Kit, you'll have everything you need to communicate with your voters. Email them for donations, make sure they're getting out the vote, let them know about your next event, and more.

**Graphic Pack:** We'll set you up with five easy-to-use templates to **get your message out** online in the most compelling, consistent way. These graphics are great assets for both your social media and your email programs!

**Social Media Profiles:** Your **Facebook, Twitter, and Instagram** feeds should look and feel like you! We'll get up to three social channels set up for you and give them the styling that makes people remember what you've had to say.

**Database and Email System Setup:** Keeping track of your **supporters, potential voters, donors** — and getting in touch with them — is critical to your campaign. We'll set you up with the industry standard tools to make it happen.

**Fundraising Portal:** Campaigns cost money. We'll make sure your **digital fundraising operation** is ready to go and just as memorable as the rest of your campaign.



# campaign boosts

## Need a Boost?

The a la carte options you need to get your digital campaign on track.

Your campaign is ready to hit the ground running but maybe the website needs an update, your social media pages could use a rebrand, or you just can't figure out how to set up your P2P messaging campaign.

Our a la carte campaign boosts provide quick solutions so you can finally cross everything off your to-do list.



**Branding & Design** to give your campaign a consistent fresh look from social media branding to logos



**Technical Support & Setup** to stay up to date on the latest campaign technology without the stress.



**Custom Websites** to upgrade your campaigns online presence with modern splash pages and premium websites.



**Strategy & Tutorials** to help your team set goals and learn how to accomplish them.

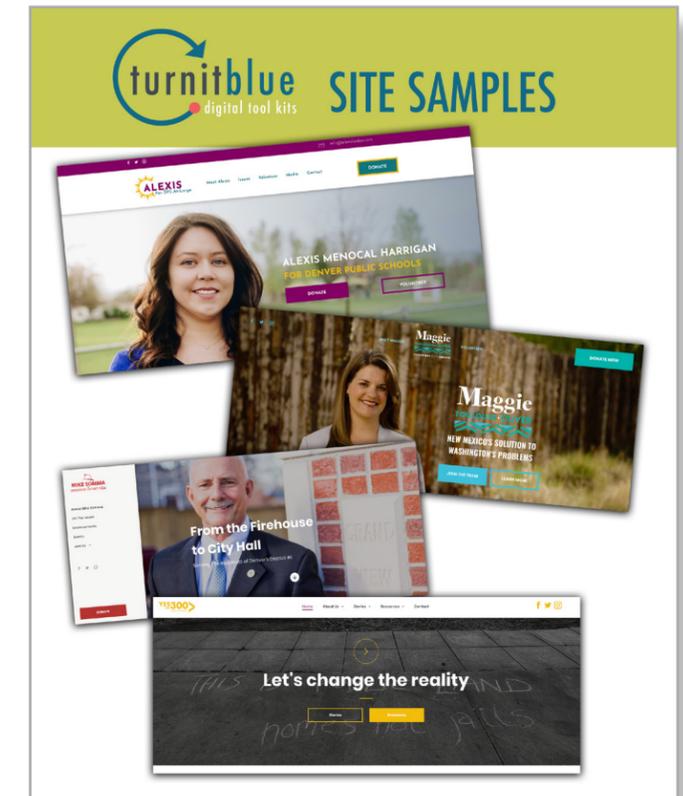


**Custom Creative Content** to engage voters through email and eye-catching social media graphics.

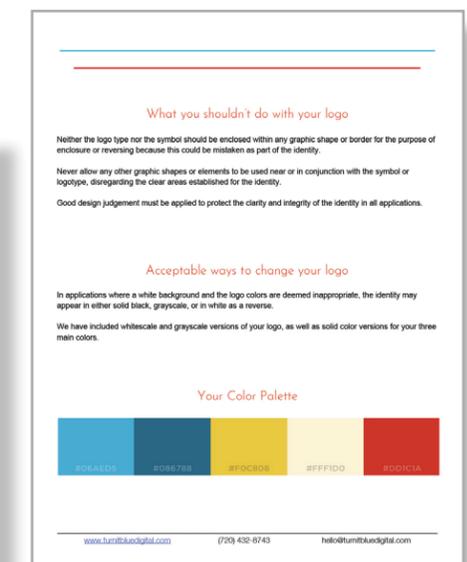
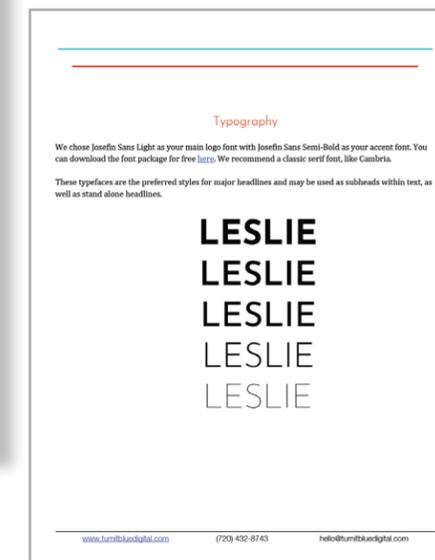
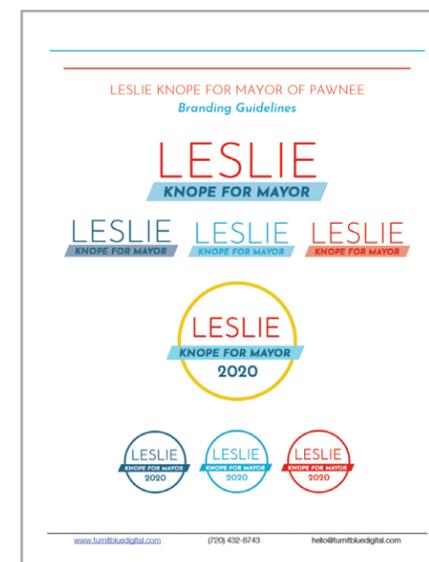


**Campaign Merchandise** to update your campaign swag and online shopping portal.

**Campaign Boosts start as low as \$95**



## BRANDING GUIDELINES



# content kits

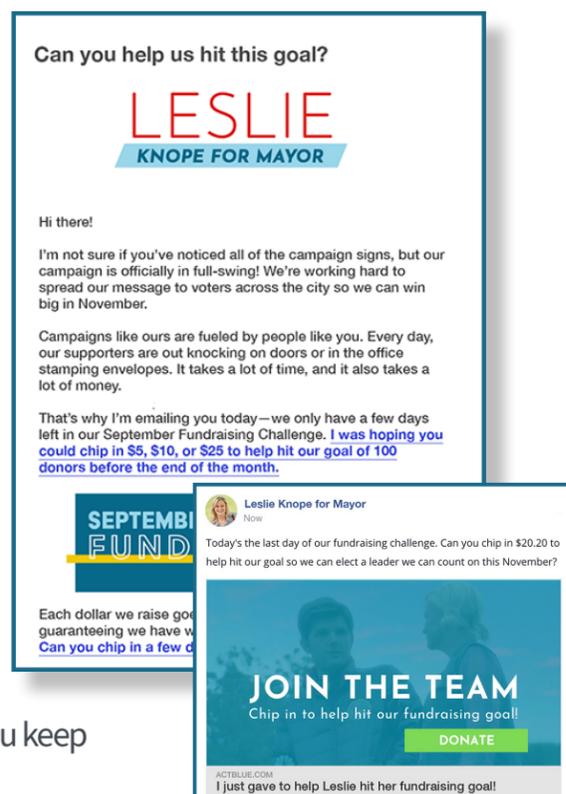
Help your team out (especially if that's just a team of one!) with fresh, timely sets of new content delivered right to you.

Every month, we'll help you give your content game a big boost. With digital media becoming more extensive and more visual by the day, we're making sure you'll never have to worry about stale graphics or email writer's block.

## What you can expect each month, at a price of \$100:

- Fresh sets of graphics, email templates, and fun extras — which take just a few clicks to customize to your campaign
- Timely fundraising and call-to-action suggestions
- Dedicated blocks of time with Turn It Blue to get the most out of your content
- Exclusive social network for peers and pros, where you can connect with fellow candidates and learn from them and **Turn It Blue's** staff and friends

A **Content Kit** will help keep your campaign current and let you keep your mind on winning your race, your way!



Fresh content each month  
**Just \$100/mo.**  
 Volume discounts available.

# support kits

This is technology and politics we're talking about.

## Things can get weird.

Maybe it's a new list of activists that won't upload correctly. Or a fundraising email that isn't performing too well. Or you heard that Facebook is changing something *yet again*.

We're here. With a Support Toolkit, every month, you'll have **priority access** to us to help with more-or-less anything digital and political — strategy or tech support or otherwise.

**“Why does Facebook keep rejecting my ad? I get an email several hours later saying it hasn't been approved.”**

Facebook can be finicky, and the guidelines are constantly changing. We can help troubleshoot your setup . . .

**“I don't think my supporters are seeing my emails. Nobody ever donates or takes action.”**

There are a few reasons this could be happening — the problem could be in the way spam filters are behaving or . . .

**Monthly Support Kits start at \$395/mo.**  
 and include five support consultations

## Need More?

10 Support Consults  
**\$695**

20 Support Consults  
**\$995**

# advertising

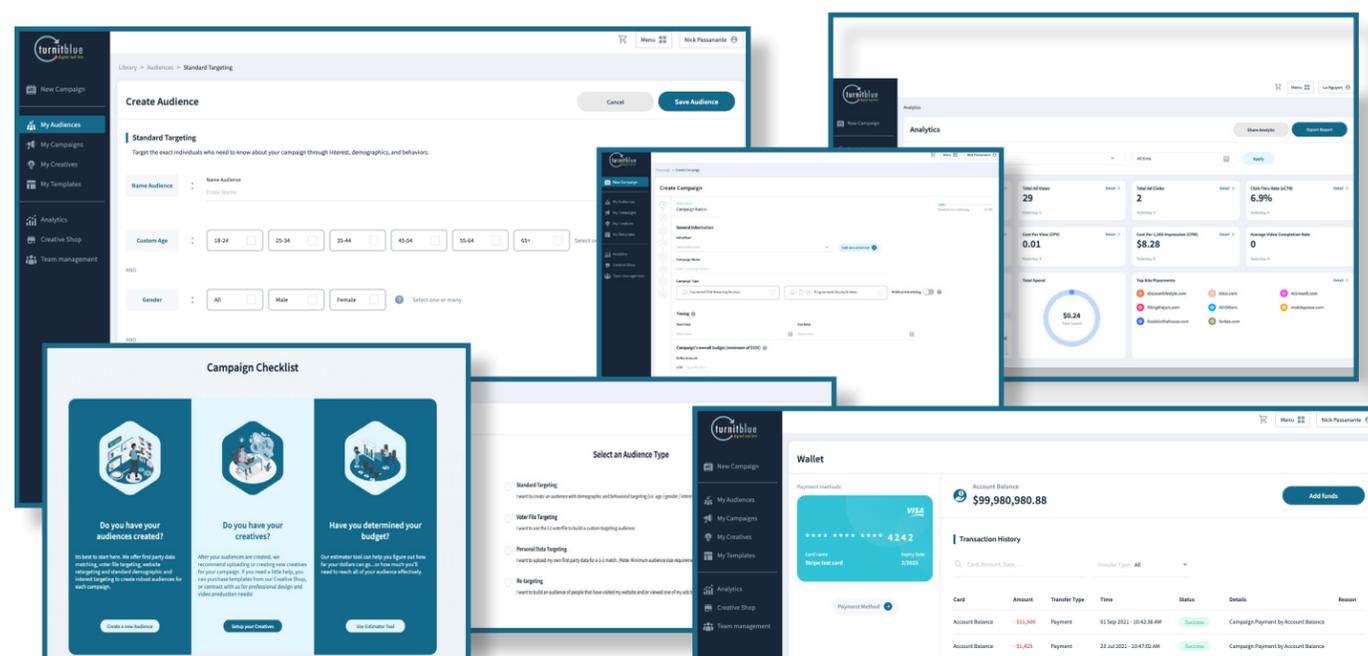
Think about where you've seen political ads: **they're everywhere.**

- Streaming on TV before episodes of Parks and Rec (have you been able to tell that we're fans?).
- Between levels of Candy Crush on your phone.
- Alongside news articles on sites like the Washington Post, New York Times and your local online news.
- And pretty much anywhere else you can think of that has a screen!

But the whole process of buying voter-targeted TV and Digital ads used to be too complicated and too expensive for state and local candidates.

**But not anymore, with Turn It Blue Ads.**

Our revolutionary and easy to use self-serve ad buying platform unlocks the power of primetime Connected TV (Sling, Roku, AppleTV, ATT TV Now and many more!) and rich Digital Advertising — **all at Facebook prices (or cheaper)!**



## Prime-time TV at Digital Prices

TV is where people are watching. Turn It Blue Ads is the only political advertising platform that unleashes the power of prime time TV ads and puts it at your fingertips, all at Facebook-level prices!

## One-Click Geo-Targeting

One click is all it takes to target any political district—then refine your audience with data from trusted sources like TargetSmart and the Political Data Cloud to get the right message to the right people at the right time.

## Easy Analysis and Optimization

See exactly where your ads are running and how they're performing in real-time! Test different versions to see which is most effective. The system will automatically adjust spend to the best performing ads!

## Purpose-built for views

Your ads are meant to be seen. Deliver the highest viewability at the lowest cost-per-view, from your first impression to your last.

## Talk to the right voters

Communicate with the right audiences through voter-file matching, demographics, interests and more to convert the voters you need.

## Quick start with professional support

Get a FREE account in minutes and rest assured that real humans will answer your questions and provide support if you hit a snag.

**Turn It Blue Ads** will make political advertising easier than you ever thought and more effective than you ever imagined.

**You'll only pay for the ad space you need, starting at just \$500.**

### Managed Advertising Service

We built **Turn It Blue Ads** to be simple and straightforward for any user. But if you need some more help on a big advertising campaign — more than \$5,000 at a time — we are here and ready to jump in.

We can help you run a coordinated, professional, effective ad campaign and take all the guesswork out of it.

We'll handle every need for an industry-leading cost: **Just \$995, plus 5% commission.**

# Institutional & Agency Partnerships

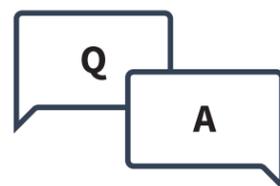
Together, we're empowering Democratic & Progressive campaigns to win.

**Shared values and shared benefits:** Partners like you are essential in our mission to empower campaigns with professional, efficient, and affordable digital products and services.



## Award-Winning Platform

Digital campaigns are both complex and incredibly important. Allow us to put our 25x-award winning team to work on your behalf!



## VIP Support

Do what you do best. Let us handle the rest! Agency partners always receive priority VIP email and live chat support with their package.



## Discounted Pricing

We provide agency partners discounted rates of up to 37.5% off list price. Buy in bulk for your clients to get the best rates!



## Generous Dividend Payouts

Watch your profits increase and your value rise as you boost efficiency and collect quarterly dividend payments at the same time!

## Want to learn more?

Reach out to our dedicated partner team at [partners@turnitbluedigital.com](mailto:partners@turnitbluedigital.com).

# Just a few of our happy clients!



# Case Studies



## Rachel Zenzinger

Rachel was in a tough race to retain her seat in the State Senate. We helped Rachel craft a compelling message that spoke directly to her target electorate of unaffiliated voters. Rachel ended up exceeding all expectations and winning in a landslide with nearly 60% of the vote in what should have been a much, much closer election.

80%+ viewability

76% completion rate

Pollie Award Winning Creative

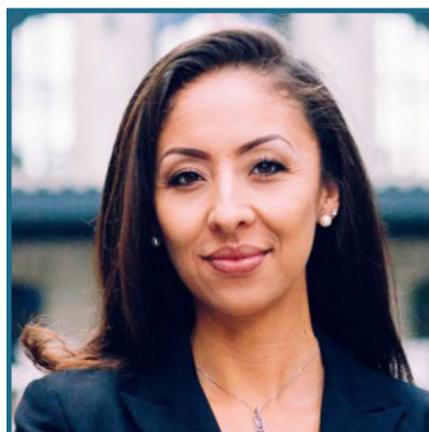
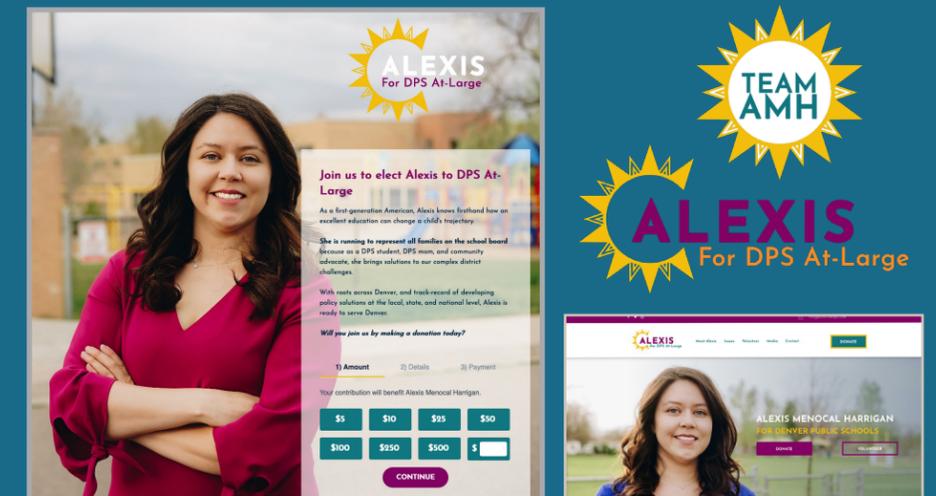


## Alexis Menocal Harrigan

Alexis recently kicked off her campaign for the Denver Board Of Education. She's a career policy professional, a mom, and a champion for immigrants and Latinx communities.

With a Turn It Blue Launch Kit, we helped Alexis start her digital campaign in **less than a week.**

After launch, she raised **\$20,000 in under a month!**



## Candi CdeBaca

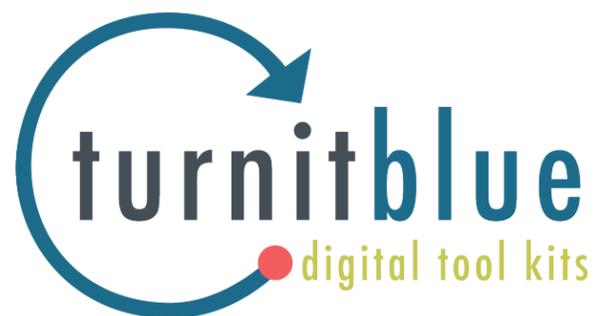
After scoring a stunning and hard-fought victory over a long-time incumbent, Candi is dramatically changing the face of Denver's city council.

Turn It Blue helped Candi's progressive message break through with clarity and spectacular effectiveness.

We reached her most-critical voters an average of **25 times over the last 5-days of the campaign.**

Voters clicked through at nearly **300% of the benchmark rate.**





Beth Clayton Pierce  
Co-Founder and Partner



Nick Passanante  
Co-Founder and Managing Partner

# The Team

Strategy | Media Production & Advertising | Website Development  
Content | Graphic Design | Media Production | Ad Buying

Proudly progressive, we pour our hearts and souls into candidates and causes we care deeply for. We look forward to standing on the front lines with you and winning the important battles ahead! All told, our team will have more than 100 years of combined experience to serve you while maintaining an innovative, and modern approach to everything we do.

**Because the Team with the Best Players, Wins.**

**92% Win Rate   25 Goldie | Pollie | Reed Awards   96% Client Retention Rate**



# Why go with Turn It Blue?

Well, in short, we're the only ones making your digital campaign this easy and effective.

We're also the only ones who can do it so efficiently and affordably.

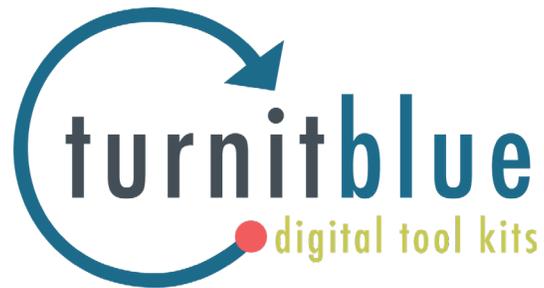
Our **Launch Kits** will have you up and ready to make your case to voters in just days, with every aspect customized to the campaign you're running. You're dedicated to this and so are we.

When you're using **Turn It Blue Ads**, you'll have the ability to reach more voters — and more of the right voters. It's in your own hands, at your price, at the time you want.

We put our decades of political advertising and campaign knowledge into building **a tool that does what you need and that you can control.**

If you need help, we're there with **support**. If you're running low on message ideas, we're there with **monthly content**. We've drawn all this up to be as helpful as possible, with nothing getting in the way of your campaign.

In state and local campaigns, the candidate matters so, so much. **Turn It Blue's comprehensive set of tools and services will let you be the candidate you want to be and get your message to the voters you need to win — on your budget and your timeline.**



## Ready to get started?

We'd love to hear more about your campaign and priorities.

We'll help you find the winning solution.

Locations:

Boulder, CO | Birmingham, AL | Washington, DC

E-Mail:

[hello@turnitbluedigital.com](mailto:hello@turnitbluedigital.com)

Phone:

(720) 432-8743 - Colorado | (202) 599-0194 - Washington DC

Live Chat:

[www.turnitbluedigital.com](http://www.turnitbluedigital.com)

A Product of

 **BOULDERSTRATEGIES LLC**  
*Bold Leadership. Bold Solutions.*