

American Majority Action: Conservative group's ground-game hits 140,000 live voter contacts to get out the vote

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With only days remaining in the 2018 election cycle, American Majority Action (AMA) has just surpassed 140,000 live voter contacts focused on targeted doors of voters in Wisconsin. AMA's ground game is creating a stir among voters in the Badger State as AMA staff and volunteers activate conservative voters.

Matt Batzel, the Wisconsin-based National Executive Director of American Majority Action, said, "**Republicans can stop the Blue Wave in the Midwest with a strong showing in Wisconsin.** The way conservatives can do that is through talking directly with their friends and family. Doors are the gold standard of campaign tactics. Wisconsinites have been inundated with TV commercials and radio ads, robocalls and campaign mail pieces. While much attention is paid to the spending on the airwaves, those touches have fleeting impact. But a personal contact at the door with a friendly face makes a lasting impression. We have found great reception on the doors to our message of the need to keep Wisconsin heading in the right direction."

Face-to-face connections and live phone calls are the two highest forms of voter engagement and are shown to greatly increase election turnout. AMA's activist groundswell is powered by **Voter Gravity's** groundbreaking technology that allows

staff to quickly and accurately get out the vote through micro-targeting voters.