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Conservative Group's Ground-Game Hits 15,000 Door Knocks

American Majority Action Door Knocking Spurs Conservative Comeback

April 3, 2019 – With a very tight margin in the Wisconsin Supreme Court Election, American Majority Action (AMA)'s 15,000 Door Knocks and 4,300 Door Conversations were critical to turning out the conservative vote. AMA focused on live voter contacts on targeted doors of voters in key Wisconsin communities. AMA's ground game created a stir among voters in the Badger State as AMA staff and volunteers activated conservative voters.

Matt Batzel, the Wisconsin-based National Executive Director of American Majority Action, said, "Wisconsin voters spoke loud and clear that they support the rule of law and want judges who will follow the Wisconsin Constitution. This victory signals a swing in momentum for conservatives as they prepare for 2020. Despite heavy outside spending on the airwaves, the conservative ground game was the driving force that sparked Hagedorn's epic comeback. 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 found great reception on the doors to our message of the need to have judges who follow the rule of law."

Face-to-face conversations are the highest form 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.

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American Majority Action is a conservative organization dedicated to engaging citizens in the political process by mobilizing them in support of candidates who favor limited government, individual freedom and protecting the free market. AMA is founded on the belief that citizen engagement at the local, state and Federal levels will foster needed systemic change to preserve the American dream. American Majority Action coined the term "I Stand with Walker" during the 2011 protests in Madison and has been active in 2010, 2011, 2012, 2014, 2016, and 2018 elections in Wisconsin. Find out more at www.americanmajorityaction.org