

COALITION FOR VOTERS RIGHTS - TERM LIMITS

Success Story:
Political Consulting & Campaigns

► *The Situation*



Like many other states, term limits were imposed in Idaho by voter initiative. As the implementation date approached the Idaho Speaker of the House of Representatives and the Idaho Senate Pro Tem called business and trade association leaders together to form a committee and develop a strategy to eliminate term limits.

► *Our Approach*

Veritas was retained by the Speaker and the Pro Tem lead coalition to help them determine the best method to eliminate term limits on a very limited budget. Veritas performed in-depth micro targeting of all voters in Idaho to determine area of strength and weaknesses. We crafted an issue based research survey to determine the gambit of issues driving the term limits debate, messages, messengers and characteristics of the voters both pro and con. With this information Veritas was able to instruct the campaign about what resource would be required and where to apply them to roll-back term limits. We also lead all message development including which elected officials should serve as the center of debate, lead the design and commercial printing team for all direct mail production, signs and billboards, and strategic print media ads. An anchor to the voter information strategy was the media and voter information packets we developed that campaign volunteers used at targeted community events across Idaho. Veritas arranged and facilitated numerous speaker bureau appearances and many talk show (tv and radio) programs for earning top billing news coverage and news hour media reach.

► *Veritas Results*

Our research based and issue driven strategy scored an impressive victory on Election Day. Idaho became and remains the only state in the United States to place a legislative voter referendum on the ballot to repeal term limits then run a campaign to successfully convince voters that approved term limits 4 years earlier to over turn them and restore their voter rights.

“The Art of Politics.”



VERITAS
A D V I S O R S L L P