

KARA EASTMAN CASE STUDY

Candidate running to
represent Nebraska's second
congressional district



OVERVIEW

Kara Eastman is a progressive nonprofit founder and repeat candidate vying to flip Nebraska's second congressional district after losing by less than 5,000 votes in 2018.

NE-02 includes the Omaha metro area and has remained a swing district in all elections since 2010. The R+5 district has had razor thin victories in both primary and general elections in the last decade.

- ✓ Trump won NE-02 47.8 – 44.5% in 2016
- ✓ The incumbent, Don Bacon, has voted with Trump 95% of the time since being elected in 2016, yet the district remains a toss up and Democratic battleground for 2020

CHALLENGE

Eastman is one of several red-to-blue candidates who came within five points of beating a GOP incumbent in 2018, yet she did it without DCCC support through the primary and little in the general. In 2020, she faces the same opponent and similar challenges.



Segmented Democratic support

Eastman is one of 25 women on the DCCC's list of battleground districts, many of whom vie for the same donors.



GOP fundraising advantage

NE-02 is the only flippable seat in Nebraska for Democrats, leading to huge financial support for Don Bacon.



SOLUTION

Grassroots Analytics helped Eastman prove her viability in this race by coming within 2% in 2018. In 2020, she capitalized on the 2018 results, garnering national attention and fundraising prowess.

High dollar red-to-blue donors

Millions of donors nationwide give large sums to congressional candidates running for flippable seats. GA provided Eastman fruitful call time, email, and digital lists with keen red-to-blue donors.

Robust digital strategy

Using GA tools to construct digital audiences, Eastman targeted low dollar progressive donors who give online at a disproportionate rate. Combining email outreach with Facebook ads and texting, the campaign reached a wide and very active group of new donors.

“Progressives like Eastman are the future of the Democratic Party. Progressives like Eastman are teaching other candidates, up and down the ballot, how to win — no matter the geography or the catastrophe.”
— The Washington Post

RESULTS

Utilizing a combination of digital strategy to target progressives, finding red-to-blue top dollar donors, and using Eastman's background and national viability, GA helped Eastman and her team see the following results:

- ✓ **Outraised Republican incumbent** Don Bacon in 2018 **with \$2.63 million** to his \$2.61 million without DCCC support or national attention
- ✓ Using GA digital targeting on Facebook, the campaign saw a **ROI of 297.0%**, drastically increasing income from online sources
- ✓ Digital ROI jumped from 27.6% in November 2019 to 585.4% in January 2020, resulting in more than \$1 million thus far in the 2020 cycle



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