



# **OHIO'S NOV 7<sup>TH</sup> 2023 ELECTIONS**

**What went wrong?**

**What was done right?**

**What do Republicans do next?**

# **Issues 1 and 2 Disasters**

# Issue 1 Results

<u>Polling Location</u>	<u>Votes For Issue 1</u>
Statewide	57%
Cuyahoga County	67%
Franklin	63%
Summit	60%
Medina	60%
Geauga	62%
Ashtabula	49.9%
Wayne	52%
Tuscarawas	52%
Holmes	44%

# Issue 2 Results

<u>Polling Location</u>	<u>Votes For Issue 1</u>
Statewide	57%
Cuyahoga County	67%
Franklin	63%
Summit	68%
Medina	54%
Geauga	52%
Ashtabula	55%
Wayne	44%
Tuscarawas	42%
Holmes	31%

# SPENDING ON ISSUE 1

## For Issue 1

**\$58.3 million**

**60% from PACs**

**50% from Out-of-State Donors**

**Open Society Policy Center**

**ACLU**

**Planned Parenthood**

**1630 Fund**

**Fairness Project**

**Lynn Schusterman**

## Against Issue 1

**\$36.6 million**

**93% from PACs**

**91% from Out-of-State Donors**

**Susan B. Anthony Pro-Life**

**Concord Fund**

**\$2 million from Individuals**

# Where was the Money Spent?

- **Television Advertising**
- **Radio Advertising**
- **On-Line Advertising**
- **Billboards**
- **Brochures & Doorhangers**
- **Consultant Fees**
- **Legal Fees**
- **Meals, Travel and Meetings**
- **Salaries**

# So what Happened?

- **We were outspent**
- **We were out messaged – Pro Issue 1 Ads were everywhere**
- **We lacked a coherent message with broad appeal**
  - **Late Term Abortion**
  - **Parental Rights**
- **We ignored Suburban Women Voters**
- **Our messaging was late in the campaign – last 2 weeks**
- **We did NOT chase early votes**
- **PACs against Issue 1 did NOT collaborate**
- **Passage of Issue 1 in August would have stopped this initiative**

# Questions?

- **Where was the RNC?**
- **Where was the ORP?**
- **Why did the Vote No PACs not collaborate?**
- **Where were the Vote No Ads and Messages?**
- **What was done with that \$36.6 million?**
- **What about the next set of ballot initiatives?**
  - **Ranked Choice Voting**
  - **Redistricting**
  - **2<sup>nd</sup> Amendment Rights**



**What went right?  
Why?**

**Republicans Won Locally!**

# Important Municipal Elections

## ❖ Brecksville Mayor Daryl Kingston

- First New Mayor in 37 years
- Formidable opponent with outside \$
- Won 64% of the vote

## ❖ Brooklyn Mayor Ron Van Kirk

- First Republican elected Mayor

## ❖ Moreland Hills Mayor Ethan Spencer

- Flipped seat to Republican

## ❖ Valley View Mayor Mathew March

- Flipped seat to Republican

# Important Municipal Elections (continued)

❖ **Garfield Hts. Municipal Court**  
**Judge Sergio DiGeronimo**

- **FIRST EVER REPUBLICAN IN HISTORY**
- **Ran in largely blue cities**
- **Won 55% of the vote**

❖ **Lyndhurst Municipal Court**  
**Judge Dominic Coletta**

- **Flipped seat to Republican**

❖ **Rocky River Municipal Court**  
**Judge Joseph Burke**

- **Flipped seat to Republican**

❖ **South Euclid Municipal Court**  
**Judge Tim Sterkel**

- **Flipped seat to Republican**

# Important Municipal Elections (continued)

## ❖ Brecksville City Council

❖ Dan Bender

❖ Mark Jantzen

❖ Dominic Caruso

- All council members are Republican
- Ran against active & vocal opposition
- Each endorsed Republican won

## ❖ Parma School Board

❖ Brittany Kurpic

❖ Ashley McTaggart

- Flipped Board to Republican Majority
- Active Leadership - Branden Gibsen

# How Republicans won Key Races

(in a blue county despite GOP losses statewide)

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- ✓ **A Dedicated Team of Volunteers!!!**
- ✓ **Focused and Relentless Ground Campaigns**
- ✓ **Early & Continuous Messaging by Various Means**
  - ✓ **Door to Door Campaigning with Neighborhood Volunteers**
  - ✓ **Repeated Local Advertising**
  - ✓ **Yard Signs - canvass the city**
  - ✓ **Lit Drops & Door Hangers**
  - ✓ **Targeted Mailers & Flyers**
  - ✓ **Neighborhood Coffees**
  - ✓ **Social Media - ACTIVE Facebook & Webpages**
  - ✓ **Pony Express Email Chains - by Supporters**
  - ✓ **Individual Phone Calls by Volunteers**
  - ✓ **Letters of Endorsements - from Community Leaders & Friends**
  - ✓ **Letters to the Editor**

# How Republicans won Key Races

(in a blue county despite GOP losses statewide)

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- ✓ **Ask for Each and Every Vote!**
  - ✓ **Register voters at senior centers & assisted living apartments**
  - ✓ **Send personalized postcards and letters**
  - ✓ **Chase absentee/early ballots!**
  - ✓ **Slate Cards from the RPCC for endorsed candidates**

## **GET OUT THE VOTE!!!**

- ✓ **Senior residents requesting vote by mail ballots**
- ✓ **Individual Phone Calls by Volunteers**
- ✓ **Robo Calls the day before the election**
- ✓ **Volunteers at ALL Polling Locations – Every Shift**
- ✓ **Poll Flushing on election day**
- ✓ **Driving voters to the polls – early voting & election day**

# **How Republicans won Key Races**

**(in a blue county despite GOP losses statewide)**

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- ✓ **Support Principled Candidates committed to winning!**