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**ACCOMPLISHMENTS WITH THE BERNIE
SANDERS' PRESIDENTIAL CAMPAIGN**

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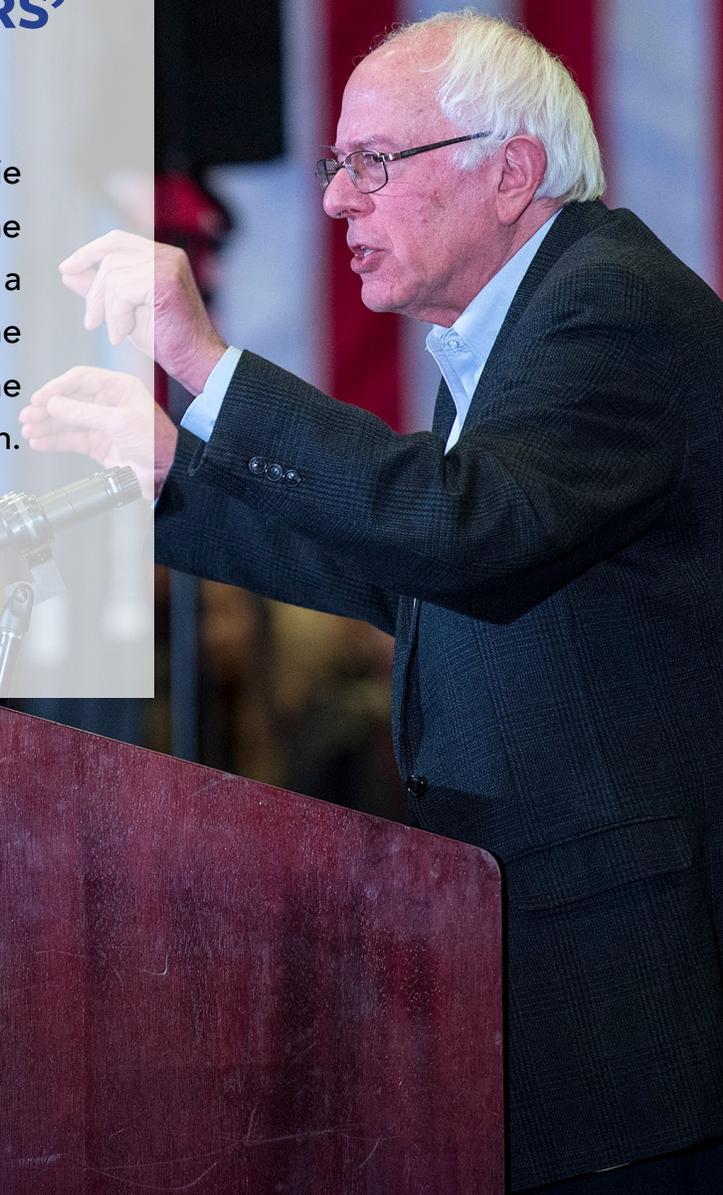
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ACCOMPLISHMENTS WITH THE BERNIE SANDERS' PRESIDENTIAL CAMPAIGN

Solidarity Strategies provided a variety of consulting services to the Bernie 2016 presidential campaign. Our work began in 2015 when we translated the campaign website to Spanish before its launch. We then grew to developing a national strategy for Latino outreach. Our firm identified key Latinos to join the campaign and lead engagement initiatives across the nation. Our role in the campaign expanded to provide outreach services to the general population.

Our president and founder, Chuck Rocha, served as a Senior Advisor.

The following is an outline of Solidarity's work with the Bernie 2016 presidential campaign as of June 2016.





Chuck Rocha
Founder and President
Solidarity Strategies

SENIOR ADVISOR & SURROGATE

MEDIA REPRESENTATION ON MAJOR OUTLETS



- Created original campaign literature, including: walk cards, pledge cards, door hangers, campus materials, and posters.

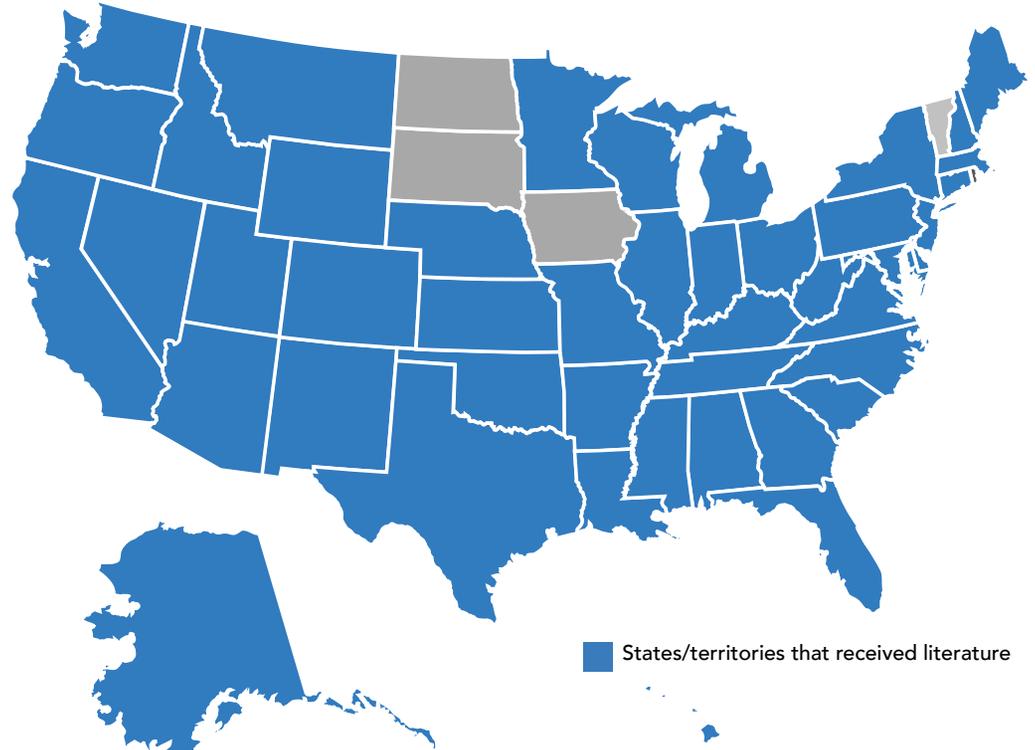
Designed and printed literature for the following states:

Alabama	Illinois	Montana	Pennsylvania
Alaska	Indiana	Nebraska	Puerto Rico
Arizona	Kansas	Nevada	Rhode Island
Arkansas	Kentucky	New Hampshire	South Carolina
California	Louisiana	Hampshire	Tennessee
Colorado	Maine	New Jersey	Texas
Connecticut	Maryland	New Mexico	Utah
Delaware	Massachusetts	New York	Virginia
Florida	Michigan	North Carolina	Washington
Georgia	Minnesota	Ohio	Washington, DC
Hawaii	Mississippi	Oklahoma	West Virginia
Idaho	Missouri	Oregon	Wisconsin
			Wyoming

- Designed, produced, printed, and delivered state specific literature pieces



LITERATURE FOR
48 STATES / TERRITORIES



**PRINTED OVER
 12 MILLION
 PIECES NATIONWIDE**

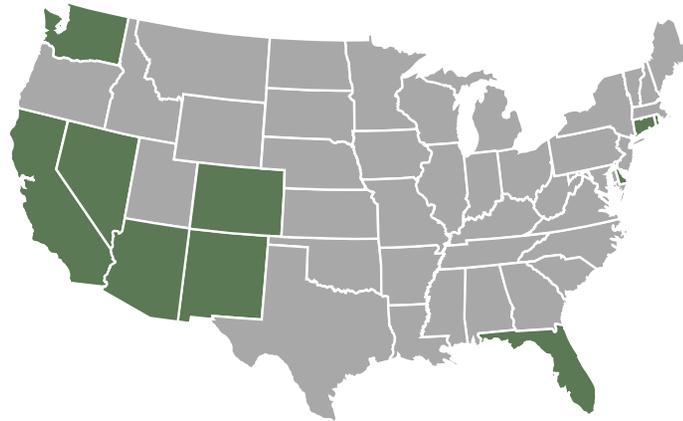


251 PIECES

English Spanish Arabic Bengali
 Korean Vietnamese Chinese
IN 7 DIFFERENT LANGUAGES

CREATED & DESIGNED MAIL FOR THE FOLLOWING 10 STATES:

- Arizona
- Delaware
- California
- Florida
- Washington



States that received mail

MAIL SENT TO
5 MILLION
 VOTERS NATIONWIDE



- Connecticut
- Rhode Island
- Colorado
- Nevada
- New Mexico

AWARD WINNING BILINGUAL MAIL PIECES IN ENGLISH & SPANISH



34

CUSTOMIZED MAIL PIECES CREATED

LIVE CALLS



TARGETED 26,600 REGISTERED INDEPENDENTS FOR THE PRIMARY

LIVE CALLS



LIVE CONTACTS 425,705

VOICEMAIL MESSAGES 20,033

- Contacted as many voters as we could in 4 days before the California primary
- Left voicemails with a message recorded by Senator Sanders
- Called 4 groups: Democrats, No Party Preference voters, Election Day voters & Permanent Absentee voters

DJIA ▲ 18096.61 0.24% Nasdaq ▲ 4952.85 0.25% U.S. 10 Yr ▼ -4/32 Yield 1.798% Crude Oil ▲ 41.85 1.87% Euro ▼ 1.1335 -0.21%

THE WALL STREET JOURNAL. \$1 PER WEEK

Home World U.S. Politics Economy Business Tech Markets Opinion Arts Life Real Estate Q



WASHINGTON WIRE | ELECTION 2016

Bernie Sanders Wins Oklahoma Democratic Primary

Oklahoma has 38 delegates, a relatively low number, while Vermont, the other state Mr. Sanders won, has just 16

LIVE CALLS



NUMBER OF COMPLETED CALLS
12,000

Mother Jones

SUBSCRIBE

POLITICS ENVIRONMENT FOOD MEDIA CRIME & JUSTICE PHOTOS INVESTIGATIONS

Bernie Sanders Wins the Oregon Primary

The victory came after he lost to Clinton in a nail-biter.

PATRICK CALDWELL AND JENNY LUNA MAY 18, 2016 12:05 AM



TELEPHONE TOWN HALLS (13)
MICRO-FORUMS (9)
AUTOMATED CALLS (22)



DIALED OVER



1,456,000 PHONE NUMBERS

34,000 INTERACTIVE ATTENDEES

- Gave campaigns updates and featured new hosts
- Recruited volunteers and kept supporters motivated
 - Called for groups including

LABOR FOR BERNIE & UNIDOS CON BERNIE



BIOGRAFÍA

Conoce a Bernie

Bernie Sanders es un candidato Demócrata para Presidente de los Estados Unidos. En 2006, fue elegido al Senado de los Estados Unidos después de 16 años como el único congresista de Vermont en la Cámara de Representantes. Ahora Bernie está cumpliendo su segundo mandato en el Senado de los Estados Unidos después de ganar la reelección en 2012 con el 71% de los votos.

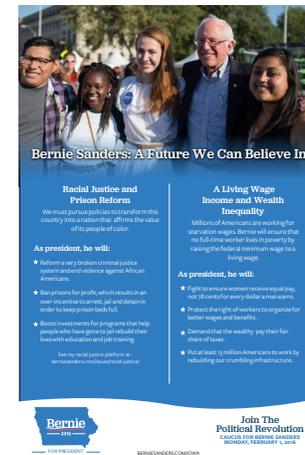
Nacido en Brooklyn, Nueva York, fue estudiante en James Madison High School, Brooklyn College y la Universidad de Chicago. Después de graduarse se mudó a Vermont donde trabajó como carpintero y documentalista. En 1981, fue elegido como alcalde de Burlington, la ciudad más grande del estado, por tan solo 10 votos.



TENEMOS FAMILIAS VIDEO | BERNIE SANDERS

- Translated Bernie Sanders campaign website to Spanish
- Reviewed scripts and graphics for national media advertisements
 - Screened voiceover talent for correct regional Spanish accent
- Created the first English and Spanish radio advertisements for the Nevada Caucus

DESIGNED (30+) FULL PAGE NEWSPAPER ADS



- Included bilingual text in **English & Spanish**
- Customized to each state's voting and contact information
- Focused on **Latino, African American, Asian American and Native American** outreach for **Alaska, Iowa, Nevada, New Hampshire, New York, Pennsylvania, and California**



Several of the newspaper ads were awarded the **GOLDEN DONKEY** and **SILVER DONKEY** by the Peer Choice Awards





- Designed flyers for events open to the public
- Organized lists of union members and increased overall support
 - Tracked labor endorsements
 - Assisted in labor campaign programs
- Prevented an endorsement from the AFL-CIO before the presidential primaries

HUFFPOST POLITICS

Edition: US ▾ Like 6.8M Follow

FRONT PAGE POLITICS ENTERTAINMENT WHAT'S WORKING HEALTHY LIVING WORLDPOST HIGHLINE HUFFPOST LIVE ALL SECTIONS

Big Win For Bernie: AFL-CIO Holds Off On Presidential Endorsement

The largest union federation in America won't be backing Hillary Clinton for now.

02/17/2016 03:08 pm ET | Updated Feb 17, 2016

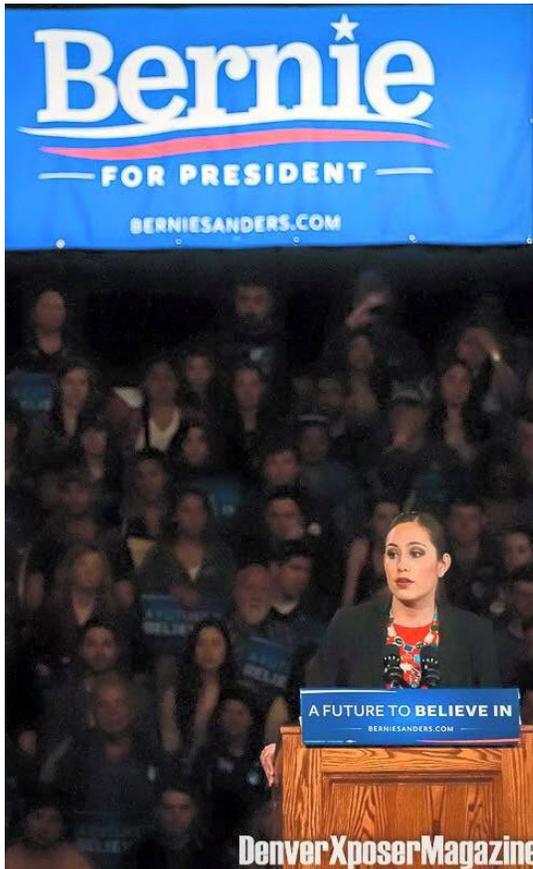
Securing endorsement of large unions:



RECRUITMENT OF PEOPLE OF COLOR ON THE CAMPAIGN STAFF

Chuck Rocha interviewed and vetted many promising candidates and selected the most qualified for the campaign.

Below are some examples of successful individuals who proudly joined the campaign early on:



Dulce Saenz
Colorado & Washington
State Director



Carlos Sanchez
Regional Field Director



Erika Andiola,
Latino Press Secretary



Joan Kato
Nevada State Director



Jacob Limon
Texas State Director



Cesar Vargas
Latino Outreach Strategist



Latino Vote Helps Bernie Sanders Surge to Victory in Colorado in Massive Democratic Caucus Turnout



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