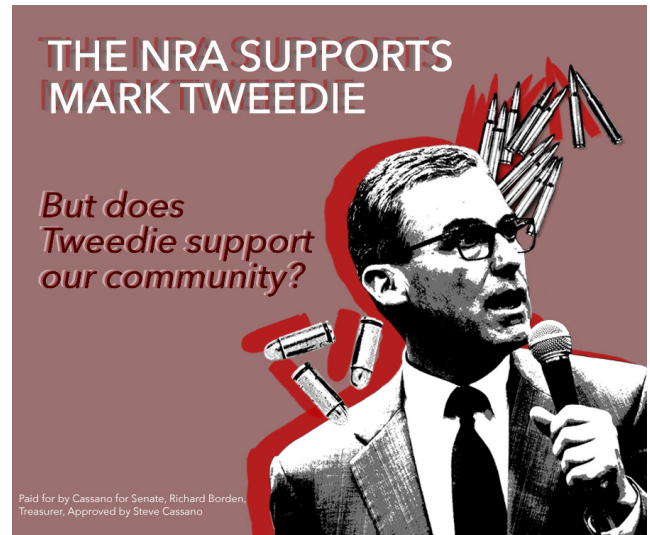




Case Study: Connecticut

The Process

Before the 2018 election, the Connecticut State Senate was at a stand-still, an 18-18 tie between Democrats and Republicans. With the gubernatorial election essentially a tossup, the threat of losing control of the Senate was immediate and very real. SBDigital worked with individual campaigns, the Connecticut Democratic Party, outside progressive groups like the Working Families Party, and town committees to create grassroots digital campaigns for seven Senatorial candidates. These campaigns included three Republican held districts, where the incumbents had a strong chance of winning.



The challenge of building a digital campaign unique to each legislative election cannot be understated. We worked with shoestring budgets and limited resources to meet the needs of each candidate and strategize to win on Election Day.



The Results

Working with so many different campaigns and committees to achieve the single goal of breaking the legislative tie was a challenge that SBDigital was excited to tackle. Democratic candidates broke the tie and won 23 seats to Republican's 13. Five of SBDigital's seven candidates won their elections, including two new progressive Senators in districts held by Republicans for years.