

DON'T BET AGAINST THE HOUSE

CONGRESSIONAL LEADERSHIP FUND (DIRECT MAIL)

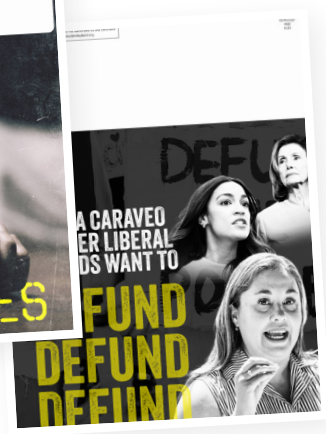
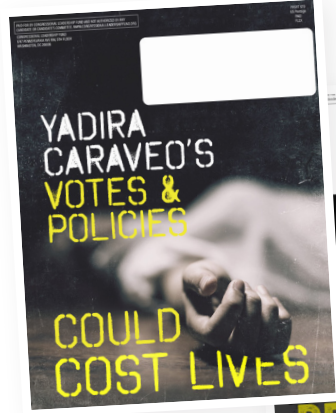
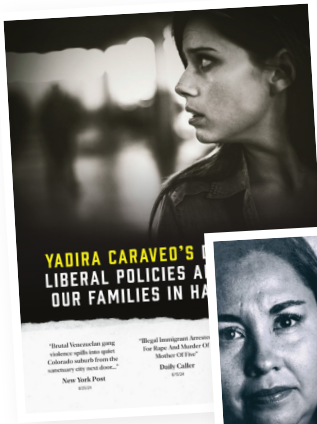


From the fall of 2023 through even Election Night, pundits and politicians claimed that Republicans were likely to lose the House - even an incumbent Republican Congressman in Texas last September predicted victory to slip through conservatives' hands because we failed to message effectively to critical swing demographics.

The critical necessity of winning these key audiences is why the Congressional Leadership Fund turned to Stoneridge Group to drive their direct mail efforts in the most closely contested House races in the nation.

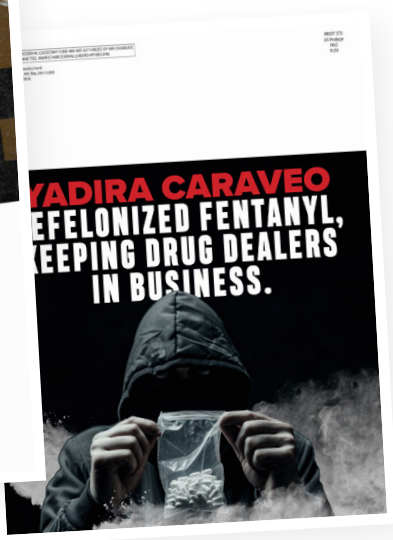
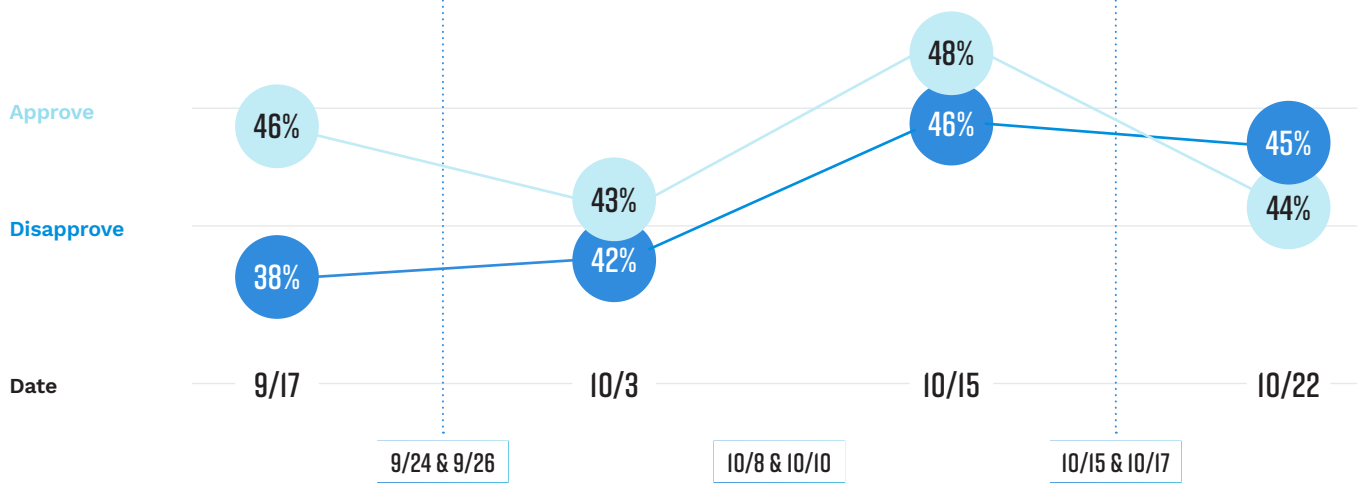
MAIL THAT MOVES THE NEEDLE

Using the highest quality data cultivated from the most accurate polling available, SRG launched an unrelenting assault in mailboxes. Our mail plan tracked regular brushfire polling and pushed moderate voters to vote red - even in Congressional districts that were won by Kamala Harris.



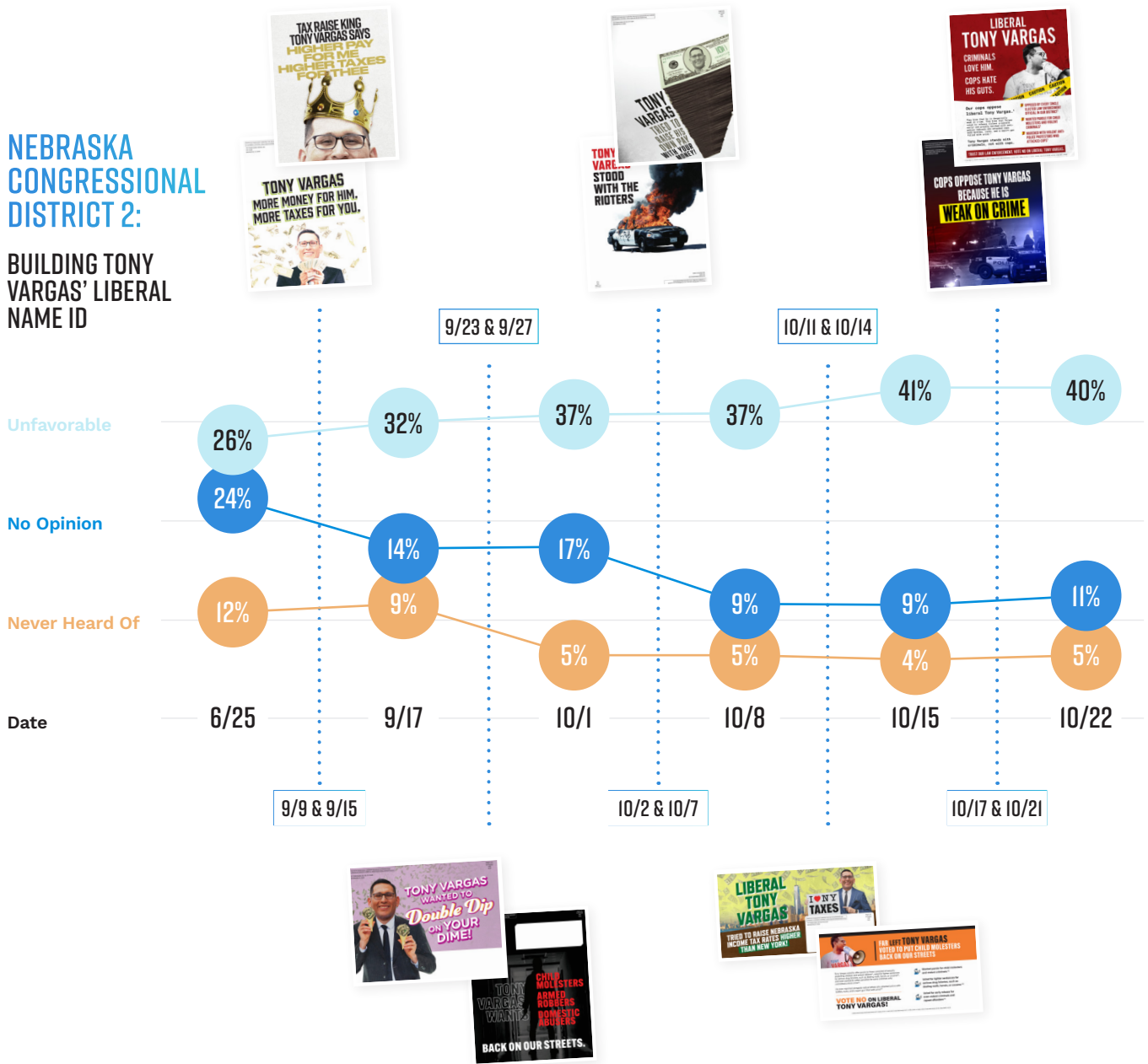
COLORADO CONGRESSIONAL DISTRICT 8:

EXPOSING YADIRA CARAVEO'S RECORD



NEBRASKA CONGRESSIONAL DISTRICT 2:

BUILDING TONY VARGAS' LIBERAL NAME ID



PUTTING LEAD ON TARGET

From developing messaging that resonated with our target audience to establishing an insurmountable cadence of mail flow, SRG and, CLF worked together to provide historic victories that will allow House Republicans to deliver on the Trump Mandate in Congress through 2026.

CLF RACES BY THE NUMBERS



2.2 MIL
MAILERS SENT



DEFEATED
4 DEMOCRATS
CANDIDATES



FLIPPED
1 HOUSE
SEAT



\$1.5 MIL
MAIL SPENDING