

THREE STEPS TO WINNING PROPOSAL 3: RESTORING ROE IN MICHIGAN

BACKGROUND

Alper Strategies & Media (ASM) provided general consulting, strategy, and paid media services to the **Reproductive Freedom For All (RFFA)** coalition, which sought to establish reproductive freedom as a right in Michigan's constitution. Led by ACLU-MI, PP Advocates of Michigan, and Michigan Voices, RFFA received national recognition for its **historic victory** as the first "yes" question in decades to override an abortion ban - and it now serves as a bellwether for other states seeking to establish these rights through citizen-led referendums. **Proposal 3 passed with nearly 57% and raised a historic \$45 million.**



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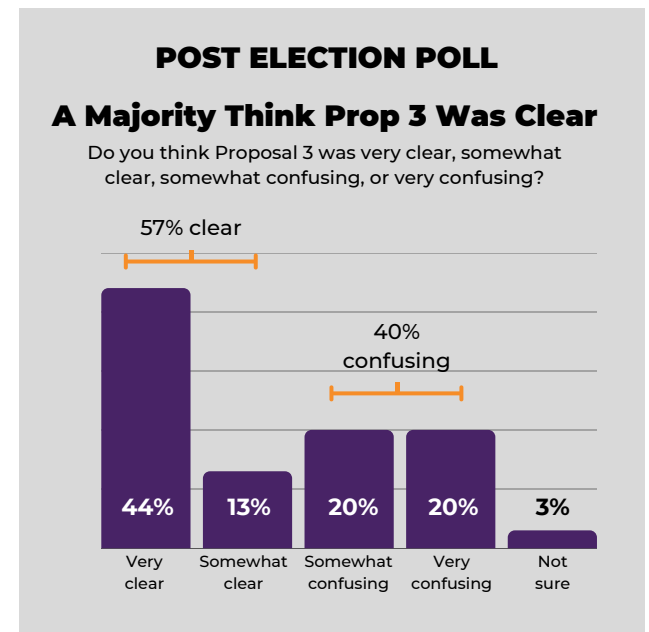
RESEARCH TO LAND THE MESSAGE

Polling by the Mellman Group determined how to position Proposal 3 to win in a complicated political environment. Research revealed the following:

- The ballot language confused voters.
- Voters did not know there was a 1931 abortion ban in place.
- As Gov. Whitmer's injunction kept abortion legal, voters questioned the need for the initiative and whether they were being tricked.

Therefore, we were laser-focused on the message: "Proposal 3 would stop an old 1931 Michigan law that bans abortion and restore the rights millions of Michiganders lost when the Supreme Court overturned Roe."

The goal was to educate and hold our modeled supporters communicating that a "yes" vote retained the *status quo* and would maintain the rights Michiganders had for nearly 50 years.



The Message Cut Through:

At the start of the campaign, although voters were familiar with the term "Roe," many did not know about the Supreme Court case or its implications for Michigan. The ads, proper use of resources and a savvy time buy, fixed that.

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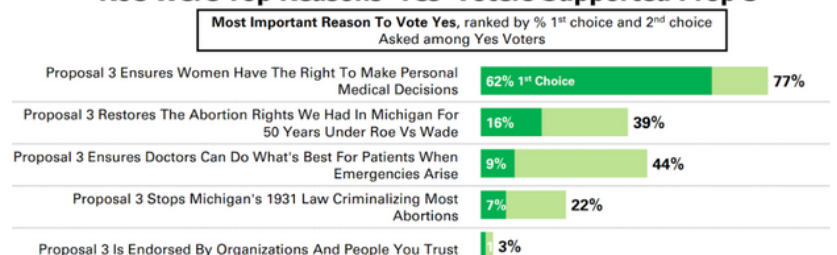
CREATE EFFECTIVE ADVERTISING

By far, voters described the initiative in the terms we wanted them to adopt, saying Proposal 3 protected women, was supported by doctors and nurses, and restored the rights we had under Roe. In total, we wrote and produced 41 ads in nine weeks and conducted seven rounds of testing.

The Message Broke Through

We relied on tracking polls to ensure we reacted correctly to the opposition's moves. They threw numerous lies and misleading information at Proposal 3. Had we refuted those items directly, testing showed that we'd amplify their message. Instead, we remained disciplined and laser-focused on our core message, which combatted opposition ads. This reassured voters that Proposal 3 was about restoring Roe and protecting abortion rights.

Ensuring Women Make Personal Medical Decisions & Restoring Roe Were Top Reasons 'Yes' Voters Supported Prop 3



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The Ads Defined the Initiative Well

Each piece of creative was tested, ensuring the message was getting through on our terms. The spots moved voters from confusion to a majority believing Proposal 3 was clear.

The Ads Moved Voters

Throughout five message phases, effective creative treatments and a relentless drumbeat won support from voters who determined the outcome. Nearly half of the voting electorate claimed to decide by August, while those who claimed to have decided in September and early October leaned "no" - *while late deciders broke to us.*

Reproductive Freedom For All was named the 'Political Figure of the Year' by MIRS News staff making it the first organization ever to win the award.

Five Messages Phases + Ads

- 1 Define the problem and what voting "yes" and "no" means. [Restore](#)
- 2 Doctors and women need to act without government interference. [Decide](#)
- 3 Women, not politicians, should be making health care decisions. [Clear, Panoply](#)
- 4 Refute opposition lies and attacks utilizing trusted law enforcement. [Prosecutors](#)
- 5 Establish the stakes: Women could die; stop gov't interference. [Women, Father](#)

REPRODUCTIVE
FREEDOM
FOR ALL

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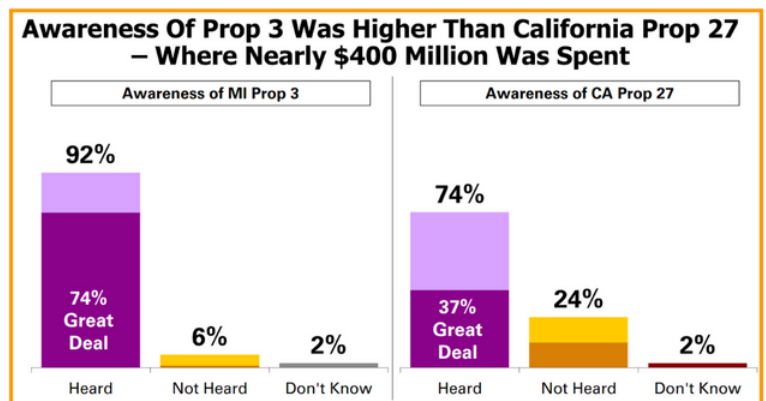
DESIGN A LAYERED + MULTICULTURAL MEDIA STRATEGY

No single medium can deliver a majority or statewide ballot measure anymore. As the audience becomes more fragmented, buyers must rely on a layered, multi-media approach. Part of our job? Ensuring the creative worked together.

In fact, Proposal 3 had a higher awareness in Michigan than a ballot initiative in California, where even proportionally, millions more was spent.

Although the TV ads had serious throw weight, we also successfully developed an integrated campaign, producing radio, digital, mail, literature, print ads, and outdoor with the consulting team, using a custom model. We targeted volunteer phones and created multicultural radio, digital, and field materials. A robust field program contacted supporters and retention voters to clarify that a "yes" vote meant restoring Roe.

In just a few months, the campaign scaled from a \$17M budget to \$45M, so we produced and diversified the creative at the speed of light. Tracking polls directed us to employ curated content to emphasize the message for women, Democrats and Independents, younger voters, and African American voters.



THESE THREE STEPS PAID OFF FOR THE WIN!

We executed a multi-layered, adaptable media plan to win with 57% of the vote. To be effective in today's campaign media environment, teams must be nimble, screen agnostic, and conversant in multiple platforms.

