North Carolina’s 9th Congressional District was billed as ground zero for Republicans and Democrats going into the 2020 election. In a historically Republican district, where President Trump won by double digits in 2016, the Democrat challenger lead in every poll before the special election on September 10, 2019.

The Committee to Defend the President mobilized for State Senator Dan Bishop, spending more than $200,000 in support of his candidacy. During the most critical time of the election, the Committee delivered television and targeted digital ads, and implemented a countywide grassroots outreach program.

**TELEVISION ADVERTISMENT**
Invested $150,000 in TV advertising on local channels. The Committee’s ad was seen throughout the district by nearly 1 million television viewers.

**DIGITAL STRATEGY & ADVERTISING**
Invested $40,000 in a targeted digital strategy with advertising on Facebook, Youtube, Google, and other platforms. The Committee’s digital video ads had over 1.3 million views on video advertisements.

**DOOR KNOCKING**
The Committee designed a pro-Bishop/pro-Trump door hanger and knocked on over 6,000 doors - of Trump supporters and registered voters. Each canvassers walkbook was designed to target voters within Mecklenburg county who voted for President Trump in 2016, but did not in the 2018 mid-term elections.

**Media Outreach**
Chairman Ted Harvey penned an op-ed published by the widely-distributed and well-read Richmond Observer. The Committee’s Chairman explained that a vote for President Trump’s candidate, Dan Bishop would be a vote for more jobs and economic prosperity.
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CONGRESSMAN ELECT DAN BISHOP

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