

SMS Helps Win Billings, Montana Library Initiative Case Study



The last time voters were asked to build a new library, in 2002, the bond issue was defeated by a margin of 55 to 45 percent.

To reach new consumers through SMS Text Messaging, please call Mobile Sports Group at (770) 753-1477.

OBJECTIVE:

- 1) Get voters in Billings, Montana to vote “YES” for a new library.
- 2) Target voters in Yellowstone County, Montana.
- 3) Send a SMS Text Message on early Tuesday morning Election Day to get as many registered voters to go to the polls and vote “YES” for the Library.
- 4) Suppress their current database against our SMS file for Yellowstone County, Montana.
- 5) Use Mobile Sports Group SMS Database to reach voters.

RESULTS

- 1) Won the election
- 2) 17,181 people voted in favor of the bond and 13,023 voted against it, for a margin of 56.88 to 43.12 percent. Some 31,406 ballots were cast, representing 63 percent of 49,526 registered voters.
- 3) Considered a huge turnout during an off-election year.

TEAMWORK: Mobile Sports Group, Randy Gerringa, VP Northwest Region, at MSG worked closely with the Billings Library Initiative Committee and Molly Bell, consultant from Hilltop Public Solutions to make this happen. A study completed 14 years ago concluded that the library, built in 1955 as a hardware store and parts warehouse, was “dated, worn out and unattractive.”