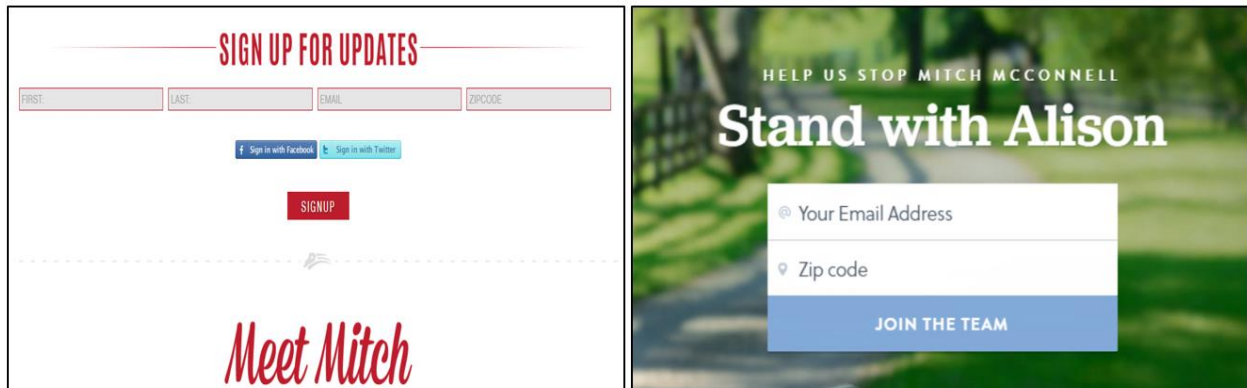


Appendix



The figure is split into two panels. The left panel shows a TV advertisement featuring a man in a red shirt standing in a field with a family. A graphic overlay reads: "2nd MOST LIKELY DEMOCRAT TO SPLIT WITH PARTY Source: Congressional Quarterly, 2013" and "MOST CONSERVATIVE SENATE DEMOCRAT Source: Govtrack, 2013". The right panel shows an email targeting supporters with the following text: "You're a committed Pryor supporter, Friends, so we're going to give it to you straight: Our ActBlue status report has us completely SPOOKED. It says we'll ONLY make our crucial [Sept. 30](#) FEC goal if we raise \$49,301 by [MIDNIGHT TOMORROW](#). That's about \$1,494 EVERY HOUR – or we can't stop the Republicans from lying and using every filthy trick in the book to suppress our voters. We'll lose Arkansas and Medicare and women's rights will be sitting ducks for TOTAL Koch obliteration. If we fall short, Mark LOSES. Hitting this last FEC goal is SO pivotal that a group of generous donors will match every gift that comes in before the deadline. We need donors like you to step up and fill this ActBlue gap. Don't waste this chance to DOUBLE your impact in the race that decides the Senate. Give now. If you've saved payment info with ActBlue Express, your donation will go through immediately:"

Figure A1. An Example of TV Ads Targeting Swing Voters (Left) and an Example of Emails Targeting Supporters (Right)



The figure shows two examples of email address request forms. The left example is from the 'Meet Mitch' website, featuring a 'SIGN UP FOR UPDATES' header, input fields for 'FIRST', 'LAST', 'EMAIL', and 'ZIPCODE', social media sign-in options for Facebook and Twitter, a red 'SIGNUP' button, and the 'Meet Mitch' logo. The right example is from the 'Stand with Alison' website, featuring a 'HELP US STOP MITCH MCCONNELL' header, the 'Stand with Alison' title, input fields for 'Your Email Address' and 'Zip code', and a blue 'JOIN THE TEAM' button.

Figure A2. Examples of Email Address Request on Campaign Website

Source: <http://www.teammitch.com/>, <http://www.alisonforkentucky.com/>. Last accessed July 27, 2016.

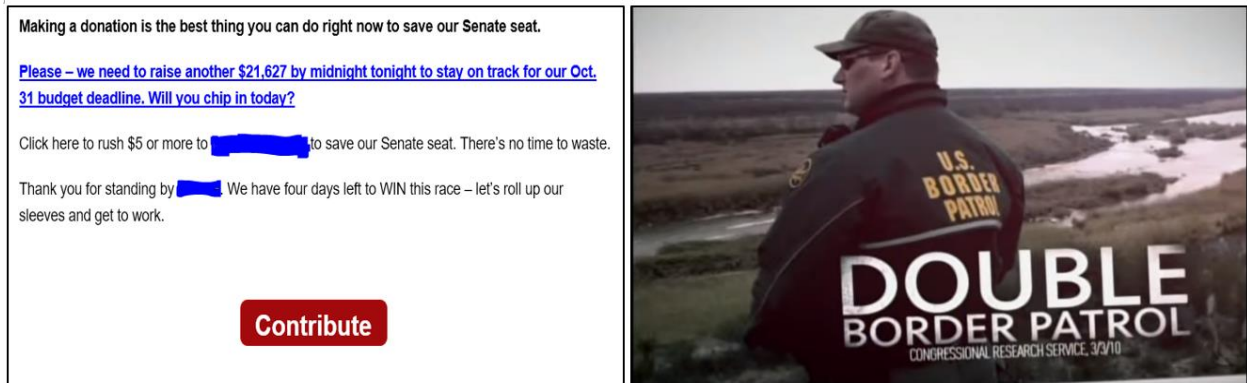
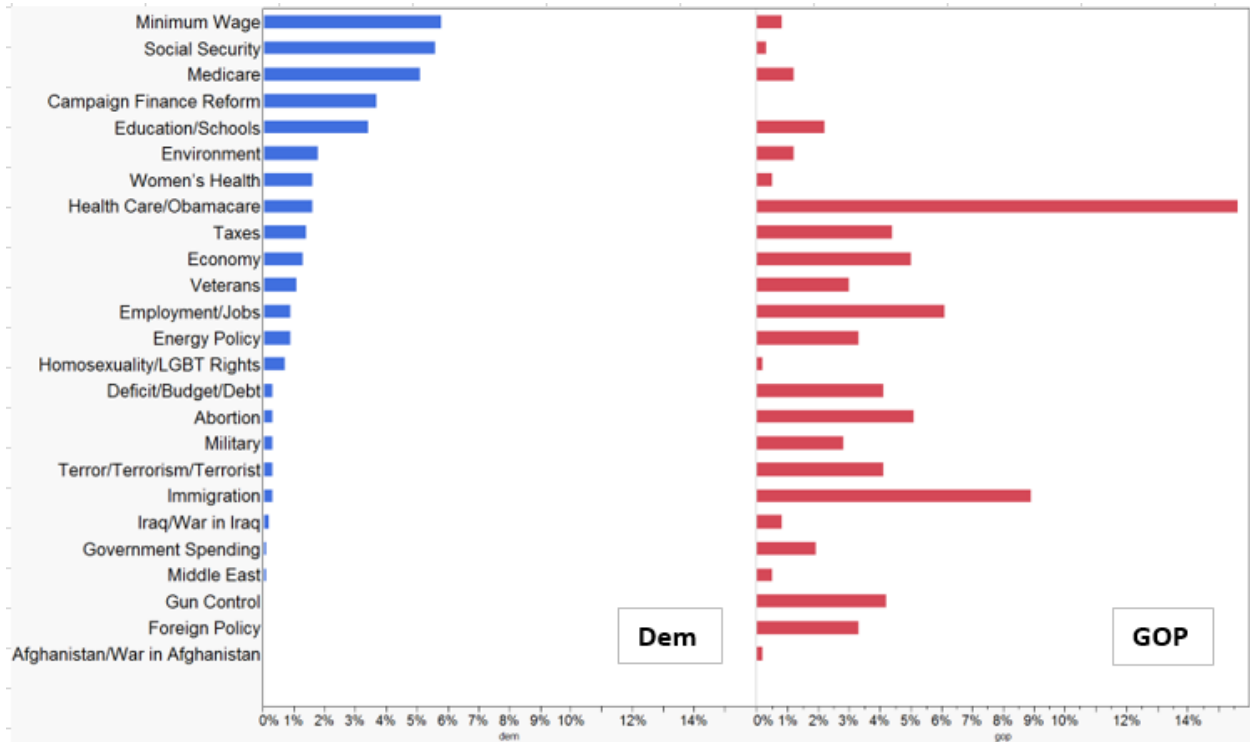


Figure A3. Example of Fundraising Email (Left) & Example of Issue TV Ad (Right)

(a) Emails (N=2,164)



(b) TV ads (N=171)

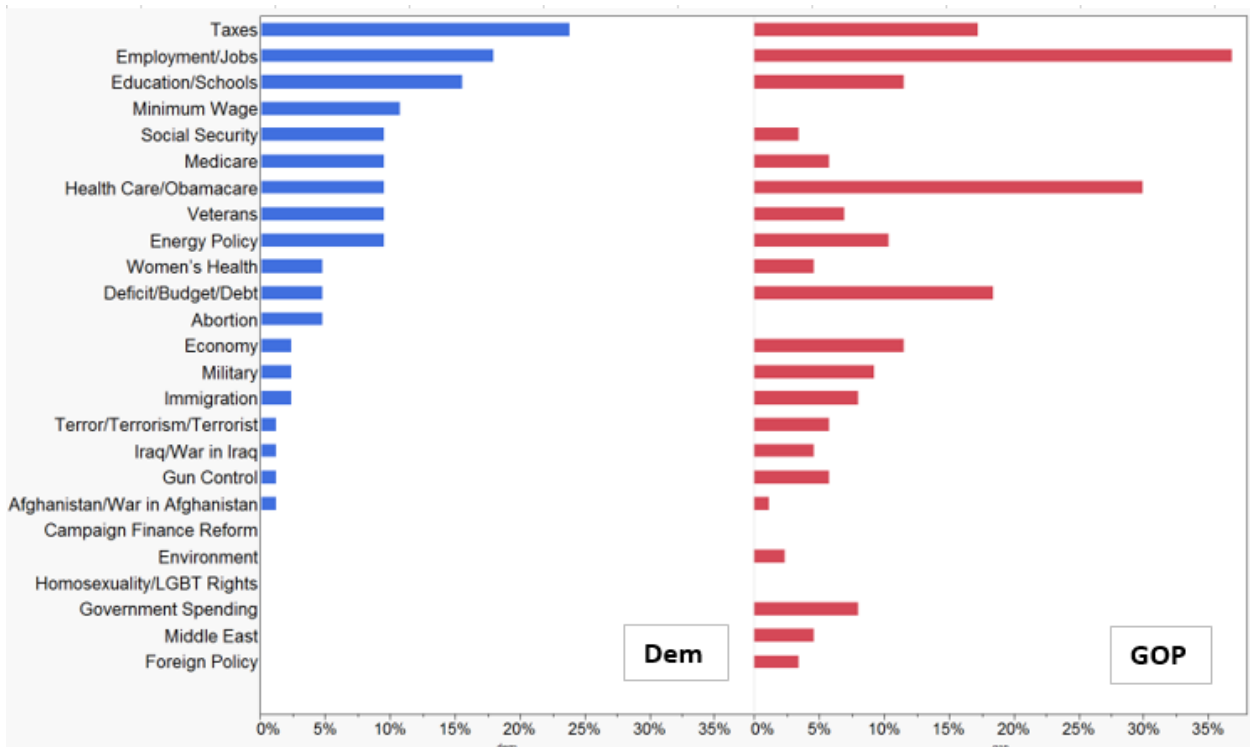


Figure A4. Partisan Differences in Issue Emphasis

Table A1. 2014 Midterm Issues and Party Advantage (Gallup 2014, October 13)

Issues	Republicans	Democrats	Advantage
The federal budget deficit	54 (%)	34	+20 (R)
The situation with Islamic militants and Iraq and Syria	53	34	+19 (R)
Foreign affairs	51	38	+13 (R)
The economy	50	39	+11 (R)
Taxes	50	40	+10 (R)
The way the federal government is working	47	39	+8 (R)
Immigration	47	42	+5 (R)
The availability of good jobs	45	44	+1 (R)
The Affordable Care Act, also known as “Obama-care”	45	47	+2 (D)
The way income and wealth are distributed in the U.S.	39	49	+10 (D)
Abortion and access to contraception	37	50	+13 (D)
Climate change	33	53	+20 (D)
Equal pay for women	25	63	+38 (D)

Notes: Question wording – “Do you think the Republicans in Congress or the Democrats in Congress would do a better job of dealing with each of the following issues and problems?” “Results are based on telephone interviews conducted September 25-30, 2014 with a random sample of 1,252 adults, aged 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is ±4 percentage points at the 95% confidence level.”