

# UNIVERSE

## Campaign Case Study

# Justin Douglas

## For Dauphin County Commissioner



### Background

In Justin's bid for County Commissioner, his primary focus revolved around reimagining the prison system and bolstering mental healthcare services. Additionally, recognizing county employees' invaluable contributions entails more than just words of appreciation – it demands substantial investment and equitable pay. By embracing these challenges head-on, Justin aspired to enhance the quality of life for every resident of Dauphin County.

Justin Douglas ran to represent Dauphin County Commissioner using Universe's texting and canvassing tools to reach voters. Justin's campaign relied on community involvement, emphasizing personal connections over big donors or political machines, and he needed an accessible means to build an even stronger connection to the community. When Justin found Universe, he said it would be his 'secret weapon' to victory in Dauphin County.

Justin is a Pastor and married father of three. He brings over 18 years of dedicated community service, possessing deep knowledge and experience fostering community connections. Justin has resided in Dauphin County in Conewago Township for over eight years. He has also called California, Indiana, Virginia, Boston, and Wisconsin home, giving him a diverse and enriched life perspective.



★ **Group**  
Friends of Justin Douglas for County Commissioner, Councilor, and Supervisor

★ **Time**  
2023

★ **Location**  
Conewago Township, Pennsylvania

★ **Seat**  
Dauphin County Commissioner



## Mobilizing Voters with the Universe Walklist Feature

Justin's campaign signed up with Universe in August 2023 and used Universe to send over 1,250 text messages and knock on more than 2,100 doors throughout the county leading up to November. In their last month alone, they estimated knocking on approximately 3,000+ doors and doing literature drops for over 10,000 doors with turf cut in Universe.



## Big Impact

This race was tight, with Justin only ahead by 42 votes on the night of November 7th. After a week of drawn time counting provisional and overseas ballots, he was able to declare victory with a total margin of 184 votes. His momentous win flipped control of Dauphin County to Democratic party control for the first time since the Civil War!