



Let the Voters Decide case study.

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The Impossible Job.

SITUATION & CHALLENGE

The meeting

When Sam Pernic approached Mark Jacoby and the Let the Voters Decide team, he came with an impossible proposition. He had ten days to gather the signatures needed - 21,500 signatures, to be exact - to get his campaign to allow medical marijuana dispensaries in the state of Michigan on the ballot.

PAST HURDLE

A challenging task

Pernic had hired other circulators previously, and they failed when trying to deliver the signatures needed for the petition. This was in part because, on top of the high volume of signatures and small amount of time, the signatures needed to come from twenty different municipalities within the state of Michigan.

SOLUTION

Broadening the scope of possibilities

Because of the complexities within the case, none of the previous circulators could accomplish what was needed. Now that it was down to ten days until the deadline, no one else would take on a campaign like this.



The Extreme Challenges

Sam Pernic knew going into this campaign that it was going to be a challenge. Describing the job, he said, "These municipalities were especially difficult to collect signatures in because they all had different rules and requirements, were spread apart geographically so there was no overlap in terms of being able to collect in multiple municipalities simultaneously, and they all had very small populations." So what implications did that have on the job that Mark and the team had to do?

- 1st** The municipalities involved were extremely spread out. There were no overlapping areas, meaning that circulators could not work in multiple areas at once. Because of this, Mark and the team had to have the manpower to be in all twenty municipalities at once.
- 2nd** The municipalities involved had vastly different rules and regulations. The job required serious attention to detail. A moment of not paying attention could have easily resulted in a failure to adhere to the rules of a certain municipality. Signatures could have been voided and disregarded if the rules and regulations weren't followed perfectly.
- 3rd** The municipalities involved had very small populations. It goes without saying that a larger population creates a larger pool to gather signatures from. With small

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populations, Let the Voters Decide circulators had to be extremely efficient and effective with signature gathering. The populations simply weren't large enough for circulators to not utilize every conversation they had.

4th Finally, this case took place from July 18, 2020, to July 28, 2020 – right in the height of COVID-19. On its own, this case would have been immensely difficult. Add in a pandemic? It quickly moved from “difficult” to impossible... or so it seemed.

Let the Voters Decide Did the Impossible

Signatures delivered

Despite having all odds stacked against them, Mark and the team delivered. Sam said, “If collecting a high number of valid signatures in a very small municipality may be like finding a needle in a haystack, what Let the Voters Decide did was to do this twenty times over.”

Done in 10 days

At the end of the ten days, they had done everything necessary to give Sam the results he needed. While it wasn't an easy task, Let the Voters Decide pulled through. They used two hundred of their own circulators in order to man all of the municipalities. They worked beyond regular hours to make sure the signatures were ready to be turned in by the deadline. Ultimately, they went above and beyond to make sure that they were the company that didn't fail at this impossible job, and it worked.

The testimonials

“They brought indefatigable willpower and energy to ensure everything possible was done in order for us to achieve our goals,” said Sam. “For that, we are incredibly grateful. I highly recommend him (Mark) and his team to anyone in need of signature collection anywhere in the country.”

