

MATT BRAYNARD

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Matt Braynard is the president of both political consulting firm External Affairs, Inc., and a voter-registration non-profit, Look Ahead America.

CURRENT EMPLOYMENT

External Affairs, Inc.

Principal**2004 – Present**

External Affairs, Inc. works for local, state, and federal candidates and policy organizations in the areas of voter targeting, polling/research, fundraising, branding, and online development and strategy. The firm has worked for over two-hundred candidates from president to town council and over a dozen DC-based policy/advocacy organizations.

Look Ahead America, Inc.

President**March 2017 – Present**

Matt founded LAA, a 501(c)(3), along with over thirty other former Trump campaign staffers with the goal of registering and turning out disaffected, patriotic voters.

PREVIOUS EMPLOYMENT

Donald J. Trump for President, Inc.

Director, Data Division**October 2015 – March****2016**

Matt was responsible for developing the voter contact strategy, building technology infrastructure, managing vendor relationships, recruiting the data division staff, and supporting and auditing state efforts on door-to-door, phone, mail, and email operations.

Election Data Services, Inc.

Senior Analyst**2001-2005**

Matt Braynard was responsible for analyzing and redistricting states and municipal political boundaries, as well as analyzing election result administration data.

Republican National Committee

Political Analyst**1996, 1998-2001**

Matt Braynard worked in the political analysis department developing and deploying voter targeting databases, and directed the precinct election result research project.

Luntz Research Companies

Research Consultant**1997-2001**

Matt Braynard analyzed survey toplines and cross tabulations to create executive presentation materials.

EDUCATION

Columbia University

2018**Master of Fine Arts**

Writing Program

The George Washington University

Bachelors of Business Administration**2000**

Concentrations in Finance and Management Information Systems

Date: November 22, 2020

From: Matt Braynard
 External Affairs, Inc.
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 202.423.5333
 November 22, 2020

Re: Wisconsin Voter Integrity Project: Illegal Ballots Preliminary Results

This is an outline of the six analysis methods we have applied to the State of Wisconsin ("State") and the results we have obtained as of the date set forth above.

1. Residency Violations

We have evaluated early and absentee voters who were matched to the national change of address database (NCOA) or are found to have registered to vote in other states subsequent to their registration in target states (OOSSR), strongly indicating a violation of residency requirements.

	NCOA	OOSSR	Merged
WI	6,207	765	6,848

The OOSSR would be much higher, but we limited due to the lack of full dates of birth available to us from many states' voter databases. A full, complete birthdate is necessary for our match process.

2. Double Voting (Early/Absentee ONLY)

We compared the target state early and absentee voters to other states voting data and identified individuals who cast early/absentee ballots in multiple states.

WI: 234

3. Confirmation of "Unreturned" Absentee Ballots

I obtained data from the State via L2 Political after the November 3, 2020, Election Day. This data identified 96,771 voters who were sent an absentee ballot but who failed to return the absentee ballot.

We then called a sample of these voters totaling 2,114 individuals to ask if they requested the absentee ballot. Of the 2,114 individuals our call center contacted and spoke with whom the State data identified as having requested an absentee ballot but the data identified as having not returned the ballot, our call center identified 383 individuals who did not request an

absentee ballot. Among those who said they had requested an absentee ballot and answered whether they had mailed the ballot back, 325 individuals told our call center that they returned a ballot

State	Did Not Request	Percentage of 2,114 Sample
Wisconsin	383	18.12%

State	Returned	Percentage of 2,114 Sample
Wisconsin	325	15.37%

4. Confirmation of National Change of Address Voters

We contacted individuals who have been recorded having voted but filed a national change of address to confirm that they did indeed cast a ballot. Once again, our call center staff contacted a random sample of 1,625 individuals from the State data. From these calls, our staff identified 1,607 individuals who told our call center staff they did cast a ballot and 18 individuals who told our call center staff they did not cast a ballot. The following counts and percent of people we reached by phone told us they did NOT cast an early or absentee ballot despite the state recording such a ballot.

State	Total	Percentage of Sample
Wisconsin	18	1.11%

5. Confirmation of Low Propensity in Heavy Turnout Precincts

We reached out to Individuals who were marked as having voted despite never voting, not voting in many years, or just recently registered. We concentrated this in precincts with unusually high turnout.

State	Total	Percentage of Sample
Wisconsin	23	0.66%

Investigator	Total #	On Social Media	Conclusive IC	Conclusive NOT IC	Inconclusive
Mary Davis	16	1	0	1	15
Sarah Dickerson	24	2	0	1	23
Mikaela Hoover	26	2	0	1	25
David Martin	26	3	0	1	25
Joe Dion	20	0	2	0	18
Jena Rutan	11	1	0	1	10
Rob Meissner	25	2	0	2	23
Abigail Leyden	10	4	0	2	8
Barry Doherty*	75	3	0	3	72
Ron Heuer	71	22	0	9	62
Logan	100	44	0	17	83
Jennifer Jackson	25	0	8	0	17
	429	84	10	38	381