



YOU'RE INVITED TO A DISCUSSION WITH

PATRICK RUFFINI

Pollster and Political Strategist

on his book

“Party of the People:

Inside the Multiracial Populist Coalition Remaking the GOP”

with special guests

SPEAKER TIM MOORE

and

HOUSE RULES CHAIRMAN DESTIN HALL

WEDNESDAY, JUNE 19 | 11:30AM

SITTI

JIDDI SPACE & COURTYARD

137 S Wilmington Street

Raleigh, NC 27601

To RSVP, please email Mary Claire Barnes at MaryClaire@cardinalstrat.com

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PARTY OF THE PEOPLE

INSIDE THE MULTIRACIAL POPULIST COALITION REMAKING THE GOP

An eye-opening, “must-read” (Ben Shapiro, founder of The Daily Wire) about the future of the Republican party as they unite working-class voters in a multi-racial, cross-generational populist coalition.

Donald Trump’s victory in the 2016 presidential election shocked the world. Yet his defeat in 2020 may have been even more surprising: he received 12 million more votes in 2020 than in 2016 and his unexpectedly diverse coalition included millions of nonwhite voters, a rarity for the modern Republican party.

In 2020, Trump defied expectations and few journalists, strategists, or politicians could explain why Trump had nearly won reelection. Patrick Ruffini, a Republican pollster and one of the country’s leading experts on political targeting, technology, and demography, has the answers—and the explanation may surprise you. For all his apparent divisiveness, Trump assembled the most diverse Republican presidential coalition in history and rode political trends that will prove significant for decades to come.

PATRICK RUFFINI

Patrick Ruffini is a Republican pollster and one of the country’s leading experts on political targeting, technology, and demography. He is a cofounder of Echelon Insights, a polling and analytics firm, and has advanced the digital and data-driven transformation of American politics in numerous roles over nearly twenty years. Ruffini began his career working for President George W. Bush, including roles at the Republican National Committee, his reelection campaign, and in his Administration. From 2005 to 2006, he was the lead digital strategist for the RNC. Ruffini’s expertise is widely sought after in the media, with pieces published in The Washington Post, FiveThirtyEight, Politico, and National Review, and appearances in outlets ranging from NPR to Fox News.