

A Corporate PAC Beats Expectations and Drives 10% Increase in Receipts

A corporate PAC had a well defined eligible class spread out across 30+ work sites. The manager needed to find a way to contact each potential donor with personalized reasons why they should give.

Problem

Stagnant contributions for past two cycles

Despite the manager's best efforts, donations to the PAC had stagnated over the last 2 cycles.

They felt they could do more to engage their employees, but they didn't know enough about each individual to be able to write messages that would resonate.

Solution

Using GovPredict's Moneyball product, the PAC manager analyzed the giving history of each member of the eligible class. They were able to determine who supported primarily left- and right-leaning candidates as well as who gave in a more balanced way.

The PAC manager then created messages that framed the same corporate political objectives differently, depending on whether the donor was more conservative or progressive.

Result

The messages spoke more directly to the employees. They felt a stronger connection between their company's mission and their own political leanings. When it came time to solicit donations to the PAC, receipts jumped 10%.



BIGGEST WINS USING GOVPREDICT

Employees more engaged with corporate PAC
10% increase in donations