



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

Background:

A corporate PAC had a well defined eligible class spread out across 30+ work sites.

They needed to find a way to contact each potential donor with personalized reasons why they should give.

Solution:

Using GovPredict's Moneyball product, the PAC and their marketing colleagues quickly identified the ideological preferences of each member of the eligible class. They did this by analyzing their giving patterns in federal, state, and local races.

The PAC then created messages that explained the corporate political objectives in different terms for right- and left-leaning employees.

End 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%.

Stagnant contributions for past 2 cycles

The Problem:

Despite their best efforts, their donations had stagnated over the last 2 cycles.

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

BIGGEST WINS USING GOVPREDICT

- ✓ EMPLOYEES MORE ENGAGED WITH CORPORATE POLITICAL OBJECTIVES
- ✓ 10% INCREASE IN PAC DONATIONS