GP GovPredict

A Congressional Campaign Turns Small Donors into Big Ones

A Congressional campaign committee was doing well at attracting small donors, but they were having difficulty turning them into bigger contributors.

Problem

Poor information about donors' true giving capacity

By all appearances, the fundraising team was doing great. The messages just happened to appeal more to donors with less available money.

Campaign leadership felt that something was off. Many contributors had some of the characteristics of greater giving capacity. Leadership was sure there was more money out there. But who were the donors with greater capacity?

The pressure was on, as the district had swung to different parties several times.

Solution

GovPredict's Moneyball had exactly what they needed: detailed data from federal and state giving histories searchable in one platorm.

They quickly found small-dollar donors to their campaign who were large donors to other campaigns. Now they knew where there was more money available. Armed with the new information, they could prioritize their Member's call time and make better asks.

Result

After 1 month, they had raised more money than the cost of GovPredict's Moneyball.

After 3 months, they had caught up to where they were in the previous cycle.

After 6 months, they said, "This is a game changer. Thanks to Moneyball, we've gotten money from PACs that hadn't donated to us before, maximized our existing donors' giving capacity, and discovered Republican donors in our district we hadn't known about. Unconditional recommendation."

BIGGEST WINS USING GOVPREDICT

5x return on Moneyball investment

Greater share of donor giving capacity