

Fortune 50 Corporation Tracks Competitor PAC Giving to State Offices

The company was reviewing its giving strategy for state races. But what was the competition doing?

Problem



No visibility on state-level competitor PACs

A large company's PAC has traditionally given significant amounts to various state-level candidates and committees.

During a strategy review, an executive asked a simple question: "Who are our competitors giving to?"

The political affairs team didn't know. To make matters worse, they didn't even know how to find out. Checking every state website, dealing with all the different ways the data is displayed, and wrangling it together would take weeks of work.

Solution

GovPredict's donor research tools were exactly what they needed. The toolset pulls together every federal, state, and local disclosure of political giving into a single database.

They chose 10 competitors and got to work. Within minutes, they had their reports. They could now see their competitors' giving strategies.

They immediately saw opportunities that had not occurred to them as well as gaps in their own giving.

Result

Using this valuable intelligence, the team made major adjustments to their state-level giving strategy.

They saw significant improvements in the quality of candidates elected to office. They were also better able to track their competitors' receipts and giving strategies over the long term.

Biggest Wins Using GovPredict

- ✓ COMPETITORS TRACKED
- ✓ STATE-LEVEL GIVING MORE STRATEGIC