

A Congressional Campaign Raises \$75,000 from New PAC Contributors

A Congressional campaign in a tough district took a hard look at their receipts to date, and they were not happy.

Problem

⚠ Donations were behind last cycle's. The race was tighter.

They weren't raising enough. They were behind where they were at same time in the previous cycle, and their polling numbers indicated that this time around it would be a harder fight to win.

Their existing research team was doing what they had been asked to do, but they simply didn't have access to any more information.

Solution

The campaign began using GovPredict's donor research tool and started seeing results immediately.

As an example, the research team found financial services PACs that were donating to other members of the same party who sat on the financial services committee, but not to this campaign.

Result

Armed with this new information, the campaign reached out to the PACs that GovPredict's Moneyball had identified.

In only 6 months, they had raised \$75,000 dollars, putting them back into the fight.

Biggest Wins Using GovPredict

- ✓ HIGHLY RELEVANT PACS IDENTIFIED IN MINUTES
- ✓ \$75,000 RAISED FROM THEM IN ONLY 6 MONTHS