

A National PAC Shortens Donor Research Time and Raises 5% More Across All States

A national PAC was looking at the upcoming election and was deeply concerned. They needed to raise more money quickly

Problem



Searching FEC and state sites took 3 weeks every quarter.

They had a dedicated team conducting research on past giving histories. The team used the FEC site and (nearly) every single state site to find more information about where the people in their database had donated before.

This multi-site approach was too time consuming. Staffers spent an average of 3 weeks every quarter analyzing the available data.

Solution

After signing up for GovPredict's donor research tool, the team was able to conduct even more refined research across federal, state, and local giving histories from a single platform.

They performed much more sophisticated searches, delivering highly targeted information.

Result

Instead of weeks, this PAC's research team turned over their work in a single day.

The improvement in data quality allowed them to target donors with tighter, more relevant messages. They raised, on average, 5% more in every state.

Biggest Wins Using GovPredict

- ✓ DONOR RESEARCH TIME SHORTENED TO 1 DAY
- ✓ RECEIPTS INCREASED 5% ON AVERAGE