

# A Congressional Campaign Maximizes Donor Giving Capacity in a Matter of Months

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

## Problem



They had poor information about donors' true giving capacity

It appeared that they were simply appealing to donors with less available money, but the leadership felt that something was off.

Many contributors had some of the characteristics of greater giving capacity, but who should they target?

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

## Solution

GovPredict's donor research tool had exactly what they needed: detailed data from federal and state giving histories searchable in one platform.

They quickly found small-dollar donors to their campaign who were large donors to other campaigns. 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 donor research tool. 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 GovPredict, we've gotten money from PACs that haven't donated to us before, maximized our existing donors' giving capacity, and discovered Republican donors in our district we didn't know about. Unconditional recommendation."

### Biggest Wins Using GovPredict

- ✓ 5X RETURN ON INVESTMENT
- ✓ MAXIMIZED DONOR GIVING CAPACITY