



**CASE STUDY: DIRECT-MAIL
FUND-RAISING DURING
THE COVID-19 PANDEMIC**

FROM

**MAJORITY
MONEY** 
FULL-CIRCLE FUND-RAISING



BACKGROUND

There is no question that COVID-19 has changed the political landscape and the way we do business. Now more than ever, we must reach donors and prospects where they are: at home.

Direct-mail is one of the most trusted and targetable mediums and viewed as more personal in large part to its physical trait. 98% of people open their mail daily, which means your message is bound to be seen by your targeted audience.

The following case study details how we utilized our cutting-edge creative with state-of-the-art targeting to deliver memorable and profitable fund-raising solicitations for three clients during the time of COVID-19.

THE PLAN

Each client mailed two different files: their internal house-file of supporters and donors, and a Majority Money prospecting list of proven Republican donors in their district.

We created two versions of one letter, each tailored to the audience we were targeting.

The letter sent to the house-file asked donors to either match their previous contribution or, for higher dollar contributors, give the remaining amount needed to max out to the campaign.

The prospecting letter asked the audience for a specific contribution amount our data experts predicted to be the most likely return based on their previous giving history. Each donor had a proven history of giving to either a local, state or federal campaign in the last few cycles. In an effort to optimize the list and maximize the campaign's ROI, our team also evaluated the voting activity of each donor to best determine the likelihood of contributing. After removing the known donors that our team saw as less than likely to contribute, we proceeded to mail each household with a specific ask.

THE RESULTS

Every campaign had solid returns and added new donors to their house-file who they can re-activate year after year, cycle after cycle.

Arizona Congressional: \$1,500 raised

New Jersey Congressional: \$4,855 raised

Washington Congressional: \$9,097 raised

WHY IT WORKED:

IT'S PERSONAL:

Our team made an effort to ensure each letter was tailored to the donors, both those who had previously contributed to the campaign and the prospects we sought to bring into the fold. For the house-files, we asked the donor to either match their previous contribution or give the remaining amount needed to max out. For the prospecting files, we introduced the candidate to the audience and made an ask that was in line with their previous giving history, increasing their probability of giving.

Majority Money's donor files come with phone numbers for each household, ensuring you can chase each flight with a personal phone-call to drive home returns. In the time of COVID-19, this extra effort can go a long way for building your relationships and keeping donors informed.

IT'S TARGETED:

Majority Money's industry leading data continues to set the bar when it comes to donor prospecting via direct-mail. Our data on our prospecting files is extensive: we know the issues they care about, the levels at which they give, and what we need to say to bring them across the finish line. Our team of data experts look at all angles when determining which prospects remain on the final mailing list. We don't just target donors with giving history, we take into account their voting activity to ensure the client will see the best ROI possible.

NEXT STEPS

We will proceed with a 2020 quarterly plan based around key dates that will target new donor subsets and expand the reach of each candidate's name throughout the district and state. Repetition is the key to creating familiarity with your audience and increasing returns over time.

Direct-mail gives us an important data point in a full-circle, omni-channel approach to fund-raising. By knowing which donors have a propensity to give by mail, we can continue to target them in the mailbox and add them to our list of active supporters that we target across a variety of different mediums. Combined with e-mail, digital advertising, and phones, we'll learn who is actively donating, the rate at which they are giving, and which fund-raising tactics are working in order to target people with the right message, on the right platform, and in a cost-effective manner.

FULL-SERVICE FUND-RAISING SOLUTIONS ...

FOR THE **WIN.**

A Division of Majority Strategies

**MAJORITY
MONEY** 
FULL-CIRCLE FUND-RAISING

(904) 395-4100 | MAJORITYMONEY.COM 

