



**CASE STUDY:
CONGRESSIONAL
FUNDRAISING**

FROM

**MAJORITY
MONEY** 
FULL-CIRCLE FUNDRAISING



BACKGROUND

Now more than ever, campaigns need a comprehensive fundraising program that utilizes a variety of different mediums in order to raise the money necessary for success on Election Day.

Majority Money is the only firm that can help you manage your entire effort top-to-bottom, ensuring a cost-effective, streamlined approach to fundraising. During the 2020 election cycle, Majority Money worked with a competitive congressional race that found that using one vendor for a full-scale fundraising program was the most effective way to raise money as opposed to using multiple vendors who were not sharing data, creative, and messaging.

THE PLAN

CONSULTING

Our first goal was to set up the campaign with a strong peer-to-peer traditional fundraising program. The majority of a campaign's efforts should always be focused around growing an organic network of donors through personal interactions like call-time, meetings, and events.

We assisted with the hiring, training, and management of Finance Team members to implement best practices, build out a fundraising infrastructure, establish a goal, and develop a pipeline to achieving it. We assigned job responsibilities, set performance expectations, tracked progress, and helped troubleshoot any sub-optimal results. We streamlined processes and developed an air-tight infrastructure that ensured data is shared, follow-up was conducted, and nothing fell through the cracks.

EMAIL

The first step in our online fundraising process was building and activating the candidate's house-file through email.

Our digital strategists constantly monitored the state of local and national politics to ensure we never missed an ad-hoc fundraising opportunity. At a bare minimum, we sent out copy twice per week with significantly increased frequency around the Primary and General Elections and other key events like end of the month fundraising deadlines, hot-button issues, and major political developments.

Majority Money also facilitated the rental and revenue sharing of third-party lists to bolster our efforts and target proven donors to committees or candidates. We have strong relationships with the leading email brokers in the business, and we helped the campaign utilize these agreements to bring in additional funds and grow their audience.

DIRECT-MAIL

When it was time for the campaign to prospect new donors, Majority Money stepped in to run the direct-mail fundraising program. Unlike other firms, we have a list of over 2.9M proven Republican donors across the country that we can solicit at no extra cost to our clients. Our data on these individuals is extensive: we know where they live, what they give, how to reach them, and what we

need to say to bring them across the finish line. We authored compelling letters, designed all creative content, and oversaw the production of solicitations.

We also utilized data from our consulting and digital work to hone-in on language we know would resonate with our audience to drive contributions in the door.

DIGITAL

Toward the end of the 2020 cycle, Majority Money absorbed all of the campaign's digital advertising program and web development work from another vendor. By streamlining efforts, the campaign saw quicker turnaround times and a better return on investment across all fundraising mediums as data was shared from all of our various efforts.

THE RESULTS

With a comprehensive, coordinated fundraising program the campaign raised over \$1.3 million.

WHY IT WORKED

THE MAJORITY MONEY DIFFERENCE

A comprehensive solution ...

Our comprehensive, full-circle approach to fundraising ensures that a campaign's efforts are streamlined, and data is shared across mediums to ensure maximum return on investment and cost effectiveness. In March of 2020, Majority Money was 1 of 3 vendors working with the campaign and by September 2020, we handled all aspects of the campaign's fundraising program.

A data-driven approach to fundraising ...

Data drives Majority Money's unique approach to full-circle fundraising. Everything we do from message, to creative, to audience building, is intentional, tracked, and optimized as results are compiled from our efforts. Our goals are aligned with yours: we want as much of your budget as possible to go toward reaching new audiences and building a list from the ground up that will work for you year after year, cycle after cycle.

Majority Money believes in testing and optimizing everything that we do. Throughout the course of our engagement, we gathered valuable information on who was actively donating, the rate at which they were giving, and which fundraising tactics were working. We continuously monitored, enhanced, and optimized our data as results were compiled from our fundraising efforts, allowing us to improve our tactics as we learn to increase the depth, breadth, and success of the program over time.

FULL-SERVICE FUNDRAISING SOLUTIONS ...

FOR THE **WIN.**

A Division of Majority Strategies

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