

InfoCision Web Site Case Study I: Political Division

The Challenge

A high-profile, Washington-based political committee was facing an increasingly frustrating fundraising effort. Its donor housefile was shrinking and new donor prospecting was struggling. InfoCision was recruited to help turn the group's fundraising program around. Shortly after launching an aggressive prospecting program for the client, InfoCision realized that the businesses they reached were contributing significantly larger sums than the individuals.

Leveraging New Opportunities

After careful analysis of the files, InfoCision worked closely with the client to develop a campaign that targeted businesses, leveraged the success of the existing program and featured appeals that focused on the committee's pro-business stance. Originally, the business program was restricted to only outbound calling, but InfoCision added an inbound component, allowing business donors to return calls when their schedules permitted. The result? A long-term, profitable fundraising campaign and a financially solid political committee.

A Successful Partnership

Key data over several years of the business program illustrates a growing campaign in which new donors are constantly added to the housefiles, meaning a strong base of contributors for the client.

	Business Contributions Received (\$)	# Businesses Called	# Business Donors Added to Housefiles
Year 1	9,822,879	1,827,516	53,153
Year 2	17,433,888	1,774,827	57,169
Year 3	23,283,644	3,319,459	85,334
Year 4	23,243,733	2,737,200	57,043