



InfoCision Web Site Case Study III: Political Division

The Challenge

A conservative, grassroots organization was ready to expand its operations. It had achieved notoriety and success with high-profile media campaigns, but was ready for the next steps – film production, large-scale rallies and aggressive lobbying. The goal was simple; in order to make the shift, the organization needed to establish a solid base of contributors.

Delivering a Message

Prior to initiating a successful phone campaign, InfoCision worked with the client to develop an innovative fundraising strategy. The two staffs collaborated to create specific initiatives for the organization to pursue, which would address pressing social issues and become the lynchpin of its fundraising appeals.

Rallies were planned and phone programs were launched to fund them. Messages for Congress were to be published in national newspapers and phone appeals focused on making the rally possible. Documentary films began production with funding from donors.

Together, InfoCision and the client made it possible to advance the organization's message by developing innovative appeals that targeted donors' core beliefs, while offering them a sense of involvement as well as very real results.

The Results

In the first year the phone program ran, InfoCision helped the client bring thousands of new donors on board.

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| New Donors | 102,344 |
| Average Contribution | \$16.43 |
| Total Contributed | \$1,681,458 |