Data, Segmentation & Targeting for PACS

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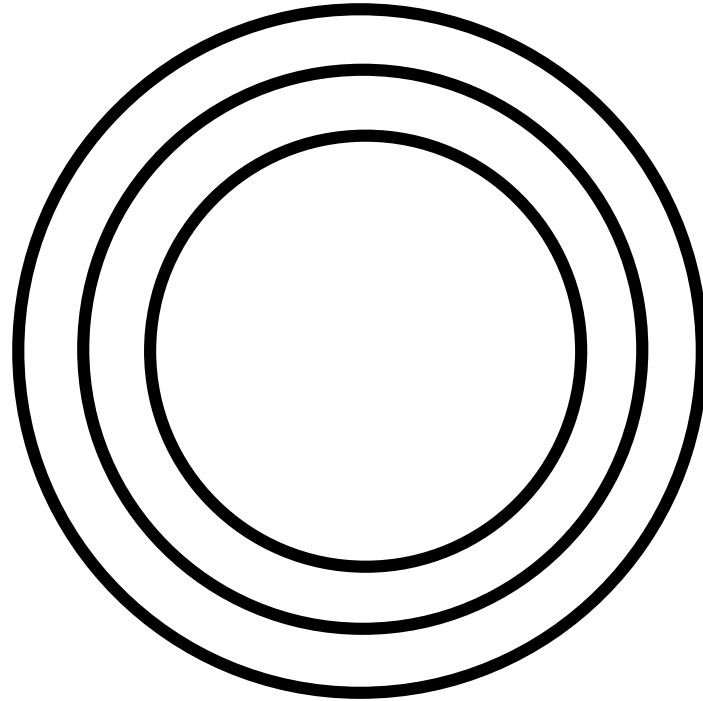@bryanfratkin

Start With What You Have

- **Think about personas**

- **Not every contributor needs to be maxed-out**

- **Use the data you have before going elsewhere**

  - Event Attendance
  - Previous Giving
  - Advocacy Participation
  - Title, Division, Degree

Identify Concentric Circles

Middle:
Previous Donors
Active / In-Person

Inner:
PAC Champions
& Similar Personas

Outer:
Grassroots Advocates
& Other Eligibles

Measure to Improve

LAST 7 DAYS

64	**125**	**46**
Actions	Activities	Active

77476 Total Stakeholders

YEAR-TO-DATE PAC DETAILS

24576	**4863**	**20%**
Eligibles	Contributors	Percent

$70,200.15 YTD Contributions

Numbers are Made-Up

Take Stock & Project Forward

	Directors	VPs	SVPs
Q1 2018	105 / 500 = 21%	60 / 300 = 20%	6 / 25 = 24%
Q2 2018	118 / 500 = 23.6%	78 / 300 = 26%	9 / 25 = 36%
Target 2018	175 / 500 = 35%	100 / 300 = 33%	15 / 25 = 60%

Think in Both Participation Numbers & Dollar Amounts
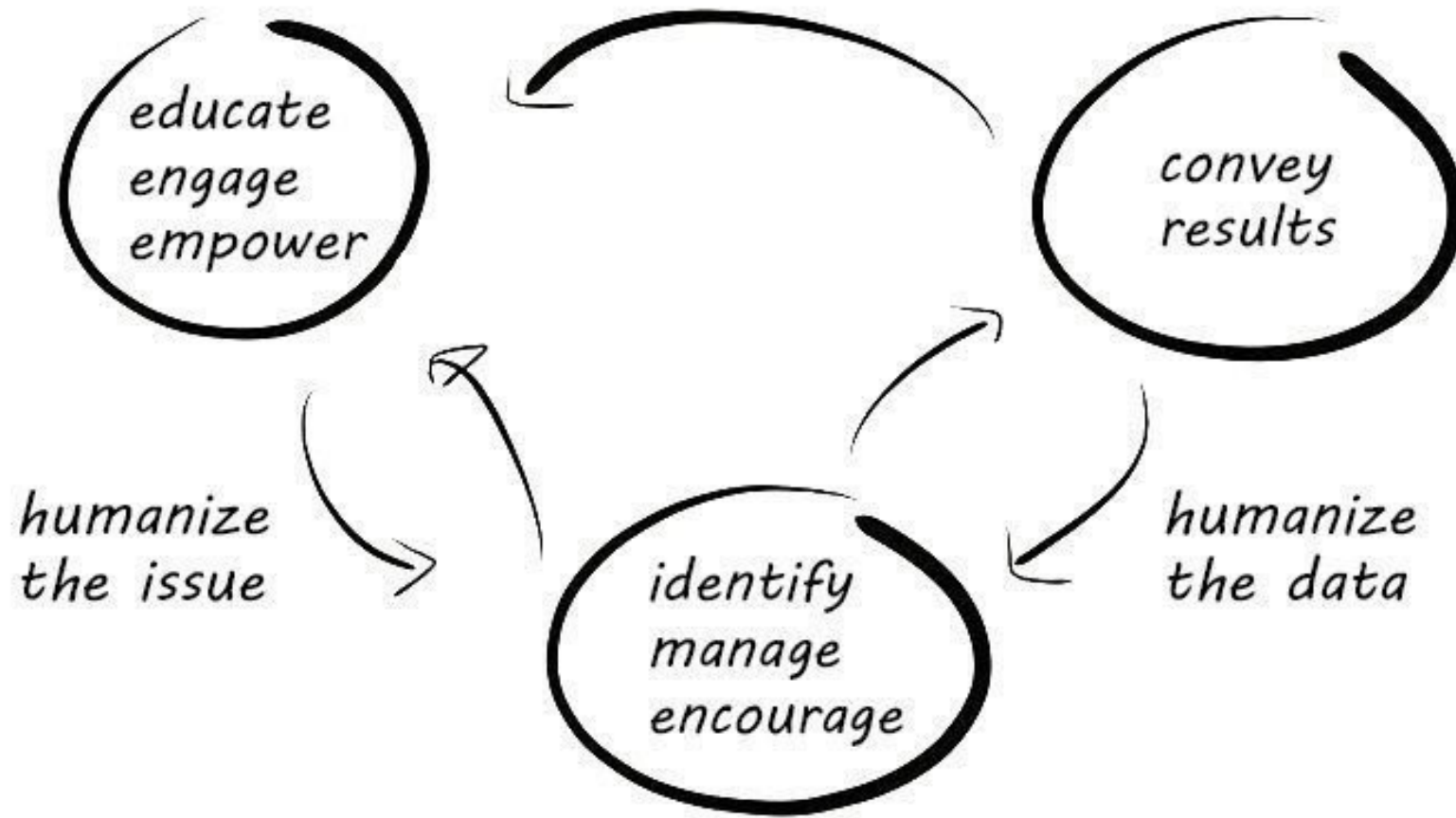
Think Incentives

Did You Know: Adding $50 to your contribution this year will put you in the Admirals Club?

Mythbuster: PACs are wrong, using money to buy votes. **FALSE.**

Did You Know: Sarah Johnson gives to the PAC, hear her explain why.

The Full Lifecycle

educate engage empower

convey results

identify manage encourage

humanize the issue

humanize the data

Bonus: Authenticity

- **Be Yourself**
- **Find Your Message**
- **Test, Test & Test Again**
- **Rinse & Repeat**

NO ONE SEES LIGHTNING
BEFORE IT STRIKES
EXCEPT PILOTS.

Keys

- **Start with what you have**

- **If you can't measure it, you can't grow it**

- **Identify "Easy Wins" and "Whales"**

- **Think Incentives: Overt, Passive and Peer**

- **Bonus: Authenticity**

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Segmentation and Targeting

Thank You

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