

How Analytics Can Help Grow Your PAC

Presented by

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Analytics 101: The Basics

- Getting all of the pieces in place

Analytics 201: Applied Analytics

- Using analytics to fundraise more effectively

Senior Seminar: Advanced Topics

- Using external data to take things to the next level

Analytics 101: Getting the Pieces in Place

The Basics



What Should be in Your Database? For Corporations

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Line of Business

Supervisor Name

Work Site

Hire Date

Job Level

Name of the Business Unit Head

What Should Be in Your Database? For Associations

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Committees

Leadership Positions

Membership Classifications

Areas of Specialty

Year Joined

Annual Meeting Attendance

What Should Be in Your Database? For Everybody

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Historical PAC Activity

PAC Giving Level/Club Level

Grassroots Participation

PAC Event Attendance

Case Study: Evaluating Your PAC

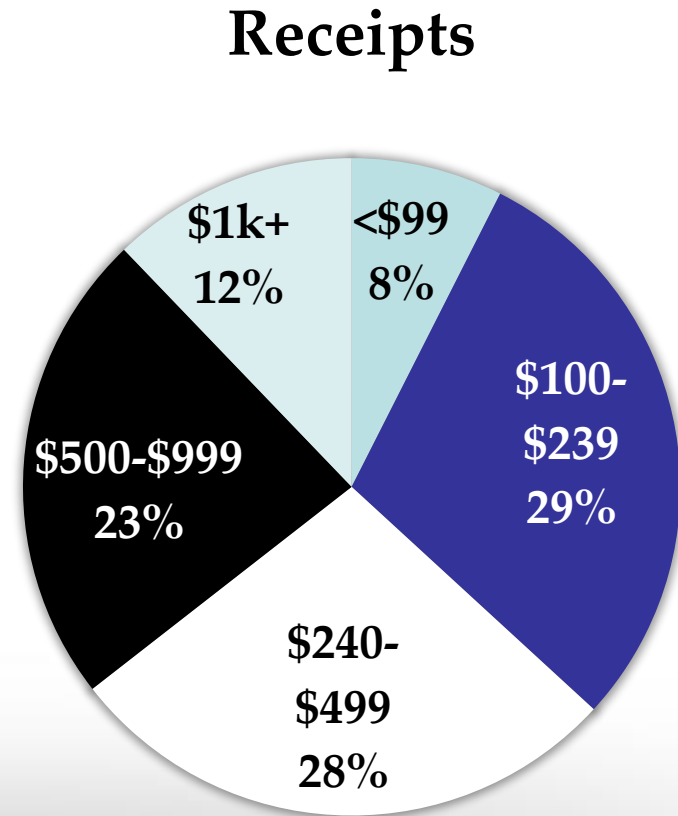
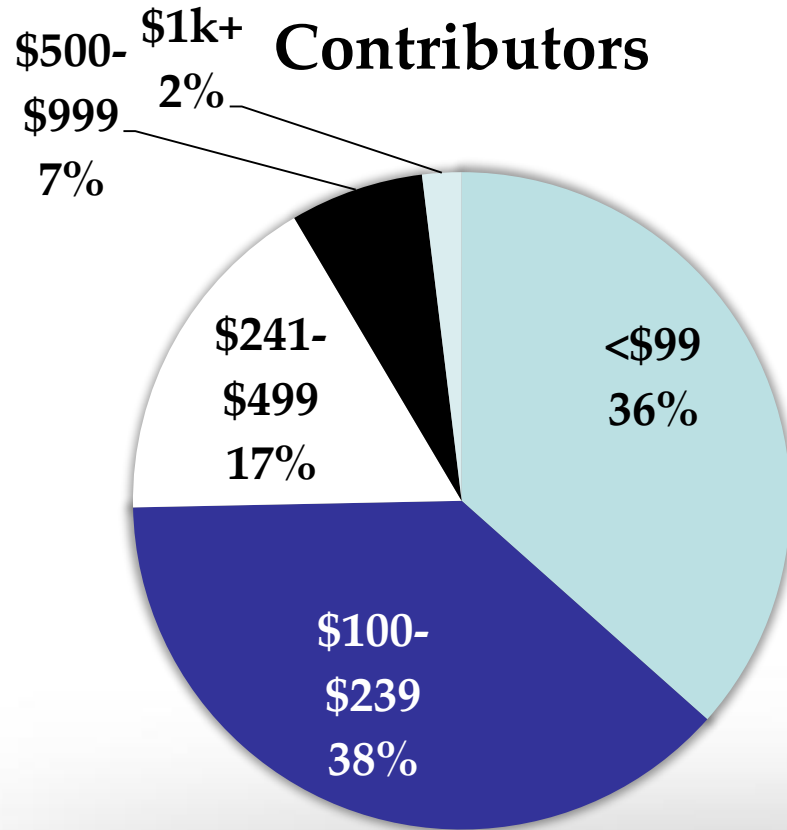
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PAC database report on receipts and participation

			Number of Contributors	Average Amount Contributed	Total Amount Contributed	% Participation
UAL						
	005		834	\$141.47	\$117,986.17	34.72%
	011		418	\$149.58	\$62,525.37	39.80%
	012		779	\$153.90	\$119,885.53	47.26%
	033		256	\$161.61	\$41,372.87	34.22%
	034		622	\$149.64	\$93,076.74	37.09%
	057		363	\$126.37	\$45,870.65	37.38%
	093		73	\$197.56	\$14,421.81	26.54%
	171		422	\$162.65	\$68,636.58	24.03%
	172		53	\$217.96	\$11,551.80	27.04%
	173		56	\$224.14	\$12,551.60	37.33%
	178		29	\$227.94	\$6,610.34	22.30%
		Subtotals:	3,905	\$152.24	\$594,489.46	35.49%
		Grand Totals:	3,905	\$152.24	\$594,489.46	35.49%

Case Study: Evaluating Your PAC

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- Delta: Reach 50% participation from all new hires
- United: Increase the average contribution to \$200
- Air Wisconsin: Enlist all committee volunteers into the PAC
- FedEx: Grow participation at Councils 7, 14, and 21 by 6% each

Analytics 201: Using Data to Fundraise More Effectively

- Insert video here

Potential PAC Loss

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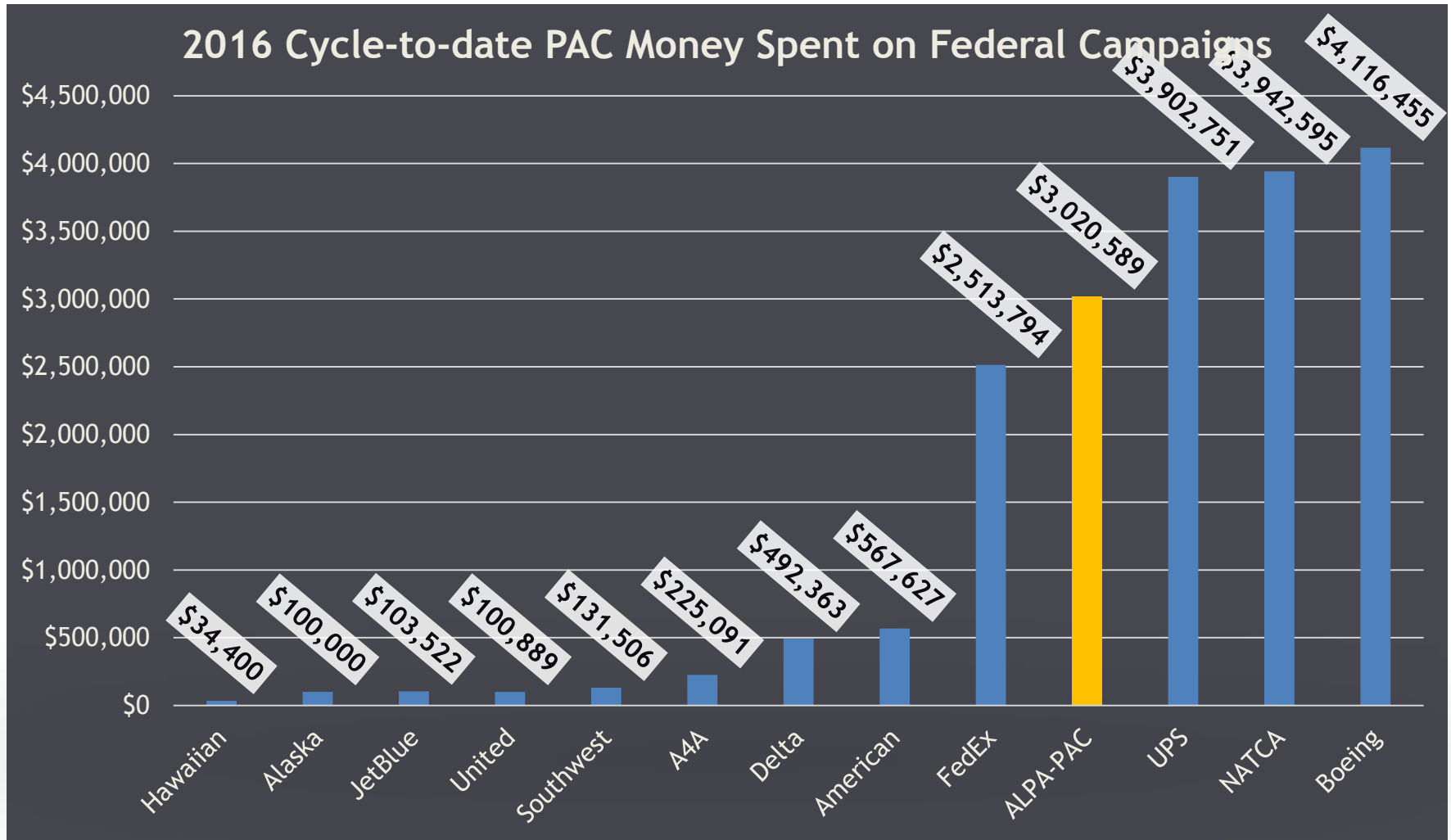


**Total Loss Over
10 Years**

2,331 contributors

\$448,865

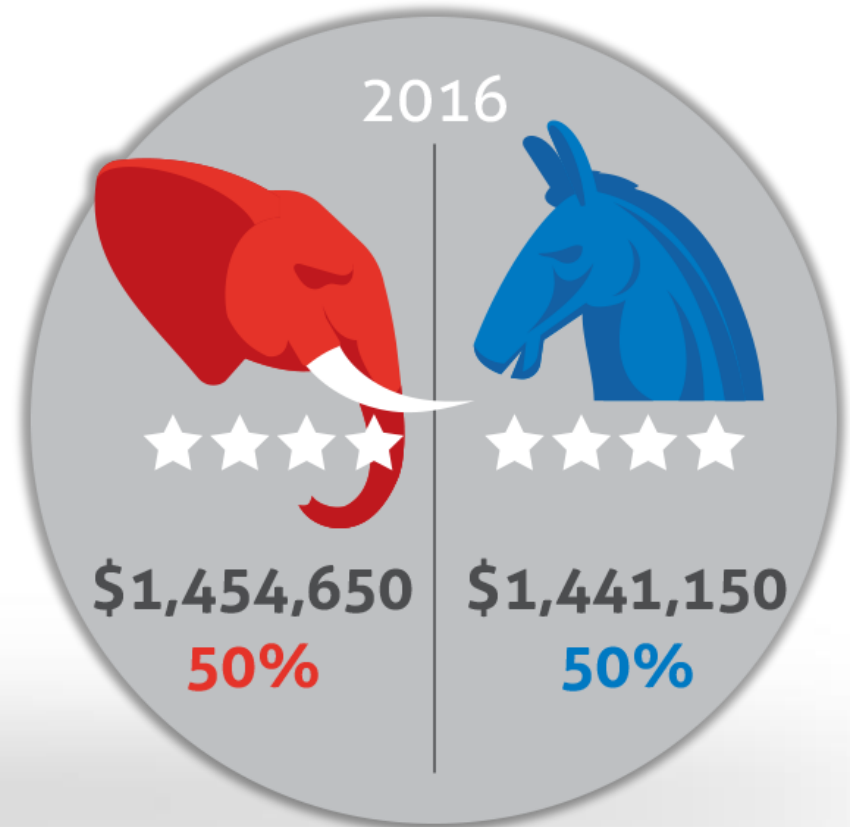
Comparison Charts



Comparison Charts

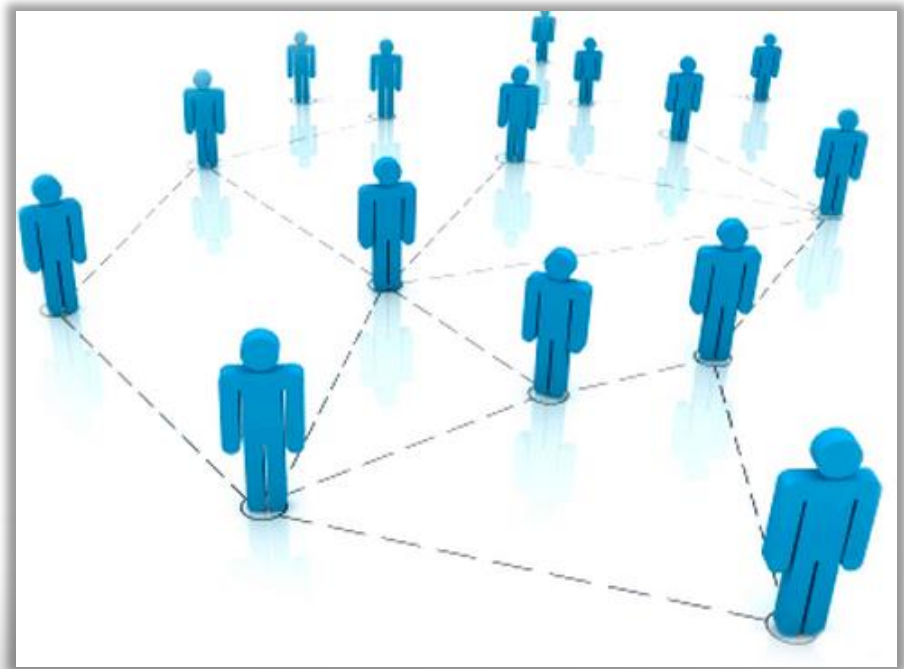
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TOP 5 UNIONS 2011 2012 BY CONTRIBUTIONS TO REPUBLICANS



Peer to Peer: Project Wingman

- Added a recruiter line to check-off forms
- Added coding in database for both recruiter and recruitee
- Self-identifying data
- Web of relationships



Peer to Peer: Recruit Your Replacement

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- Targeted all members within 2 years of retirement
- Letters and emails with new checkoff cards
- Recognize those who recruit new contributors

Unique senders for solicitation emails

You can join us in supporting SpinePAC by donating online [HERE](#). If you should have any questions, don't hesitate to contact us. We are kindly asking everyone to respond no later than April 29th.

Thank you for all the time and assistance you provide to the Coding Committee and thank you in advance for supporting the Advocacy Council and SpinePAC.

Best,

Dr. Dale Blasier, MD, FRCSC, MBA
Co-Chair, NASS Coding Committee
Member, NASS Advocacy Council

Dr. Scott Horn, DO
Co-Chair, NASS Coding Committee



Targeting Donors

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Targeting donors by previous contribution amount



Dear <<#ind_FirstName#>>,

As a fellow Florida REALTOR® and RPAC investor, I want to first thank you for your investment in 2015 at the Major Investor level. You have shown a level of commitment to Florida REALTORS® PAC and our profession that makes you leader for our industry. As a result, we were able to do so much last year to make the voice of REALTORS® heard throughout the state of Florida and in Washington, D.C.

Targeting New Hires/Members

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MEDNAX PAC New Employee Onboarding Email
Subject: Welcome to MEDNAX

Dear MEDNAX Employee:

Welcome to the MEDNAX!

We're delighted that you're joining our Leadership Team. I'd like to share some very important information that you should know as a new employee at MEDNAX. It's about the MEDNAX Political Action Committee (PAC), which is a key tool that directly impacts our ability to meet our key business objectives and, ultimately, successfully navigate our Path Forward towards achieving the company's strategic destination.

As budget deficits continue to grow, governments at all levels are searching for new sources of funding. More than ever before, our industry is in the crosshairs of local, state and federal policymakers who are seeking to add special taxes to our industry.

To ensure that our business and our consumers aren't affected by these discriminatory taxes on our great products, we must take ACTION. That is why I am inviting you to join me in making a voluntary contribution to the **MEDNAX Political Action Committee (PAC)**. The MEDNAX PAC is

Senior Seminar:

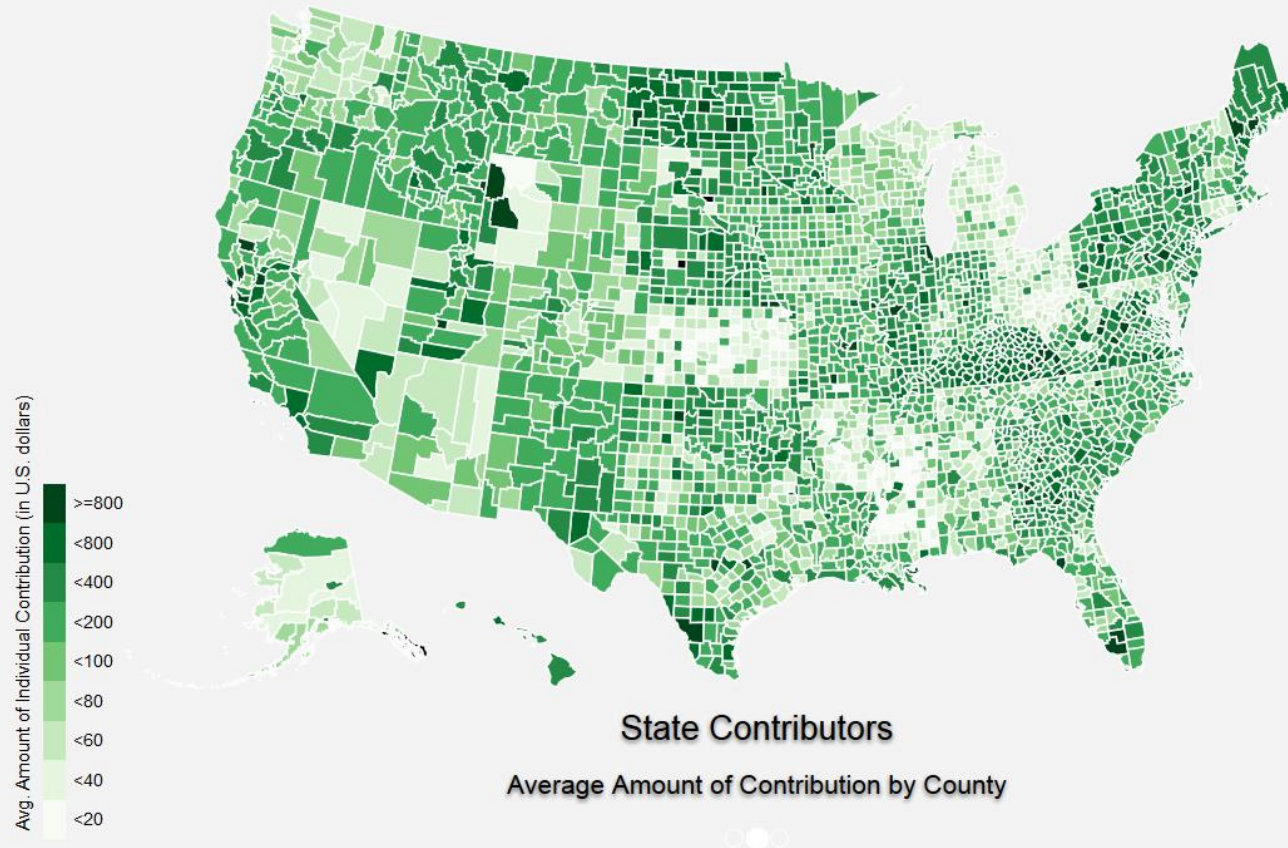
Using external data to take things to the next level

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Matching to the Contributor File

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Data Match: Strategic Planning

- Partisan split of all members:
16 D/48 R
- Partisan split of contributors:
23 D/44 R
- Partisan split of top
contributors: 40 D/36 R
- Stats consistent across pilot
groups
- 43% charitable donors
- 73% homeowners
- 12k tagged as 2nd
amendment voters

Data Match: Microtargeting

- Pilot, gun owner, participated in C2A on firearms in cockpit (1k targets)
- Pilot, democrat, carrier directly affected by issue HRC spoke in favor of (4k targets)
- Pilot, cargo carrier, hired w/in past year, interested in investments/retirement issues (500 targets)

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