

The Science of Peer-to-Peer Fundraising

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P2P: A must-do in today's environment of American political fundraising

- ❑ P2P is straightforward; it's not biopharmaceutical science
- ❑ Surprising amount of nuance that goes into running a successful peer-to-peer campaign
- ❑ Done right, peer-to-peer programs can increase membership and contributions

The average individual fundraiser can bring in hundreds to thousands of dollars; so taking the necessary measures to set up a peer-to-peer fundraising campaign is well worth the effort!

LillyPAC Pre-2018 Peer-to-Peer Approach

- ❑ Identified a set of individuals in each business area (approximately 70-80)
- ❑ Mid-managers and/or early career professionals
- ❑ Solicited up and across employee groups
- ❑ Limited effectiveness for a number of reasons (particularly upwards in the organization)
- ❑ No reward, recognition or PAC identification

3 Keys to Unlocking the Peer-Power of LillyPAC

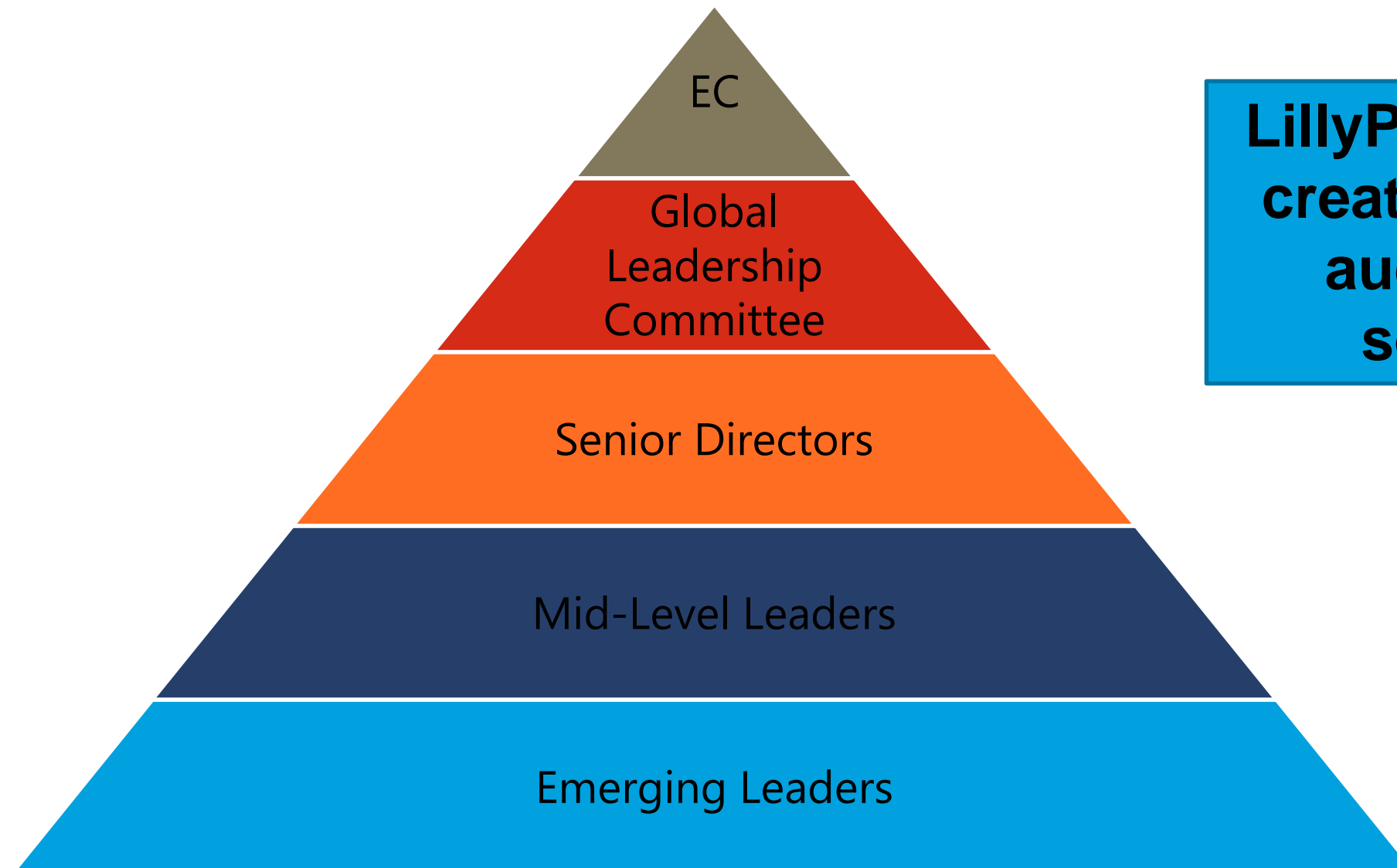
Segmentation

Identification

Solicitation

1. Segmentation

Segment your PAC-eligibles



LillyPAC effectively created 5 targeted audiences for solicitation

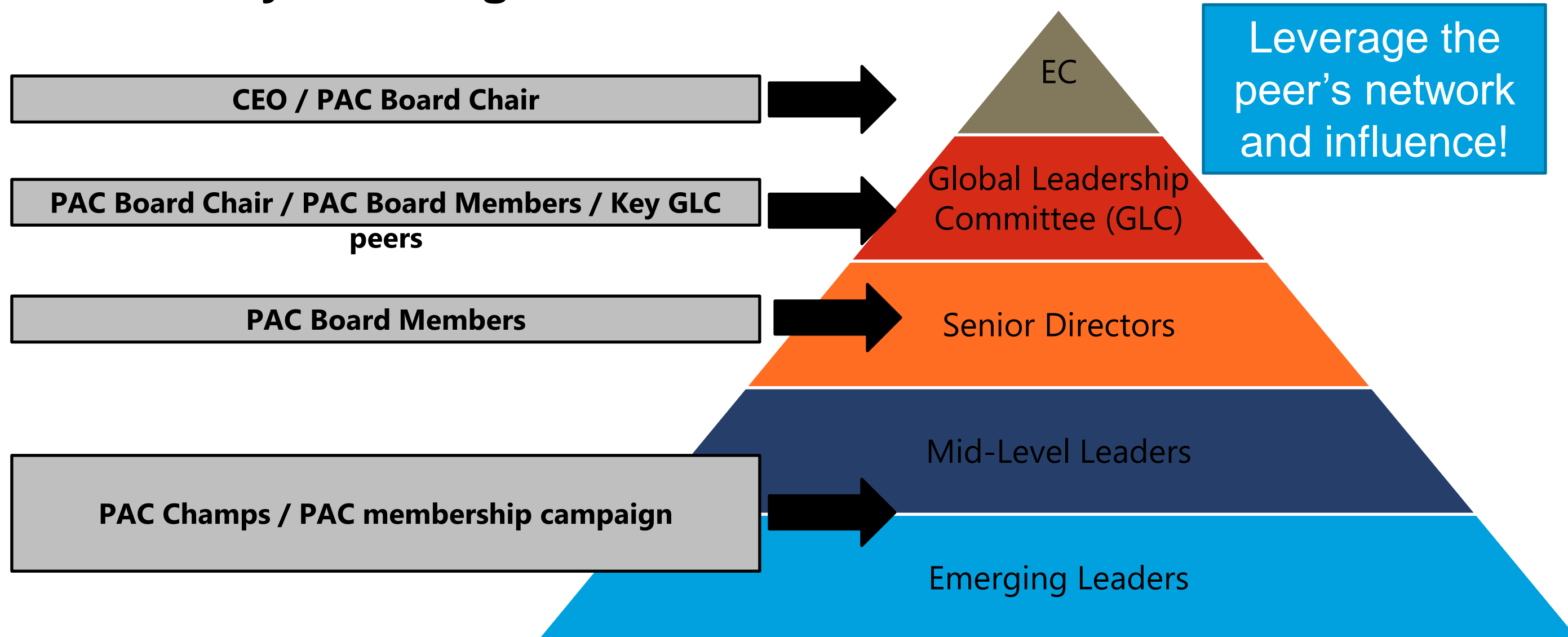
2. Identification

WHO: Soliciting; WHAT: Gaps; HOW: Strategies/Goals

Organization by Job Level	Eligibles	Members	% Part.	Annual Receipts	Giving at Rec Lvl	% @ Rec Lvl
Emerging Leaders	1,250	33	3%	\$7,417.44	3	9.09%
Mid-Level Leaders	2,612	232	9%	\$76,113.12	10	4.31%
Senior Directors	235	61	26%	\$46,926.24	7	11.48%
Global Leadership/VP's	31	26	84%	\$60,621.60	7	26.92%
Executive Committee	1	1	100%	\$4,992.00	1	100.00%
Grand Total	4,129	353	9%	\$196,070.40	28	7.93%

3. Solicitation: The right message from the right messenger

LillyPAC Targeted Peer-to-Peer Solicitation



The PAC Director's Formula for Successful Peer-to-Peer Execution



The PAC Director's Formula for Successful Peer-to-Peer Execution

- ❑ **Incentives**: Incentives are a great way to excite your peer-to-peer team and motivate them to get involved.
- ❑ **Soft Launch**: “Campaign within a campaign” – gives you and your peer-to-peers an opportunity to recruit core supporters into the campaign before promoting it to a wider audience
- ❑ **The Promotion**: Successful PAC fundraising campaigns tap into as many marketing channels as possible to get the word out. Peer-to-Peers can help you by identifying these within their own part of the organization.

LillyPAC 2018 Results

Record-breaking campaign

- \$210k annual revenue
- 258 members
- 184 upgrades
- 45% millennial participation



NABPAC Trailblazer
Corporate PAC of the
Year!