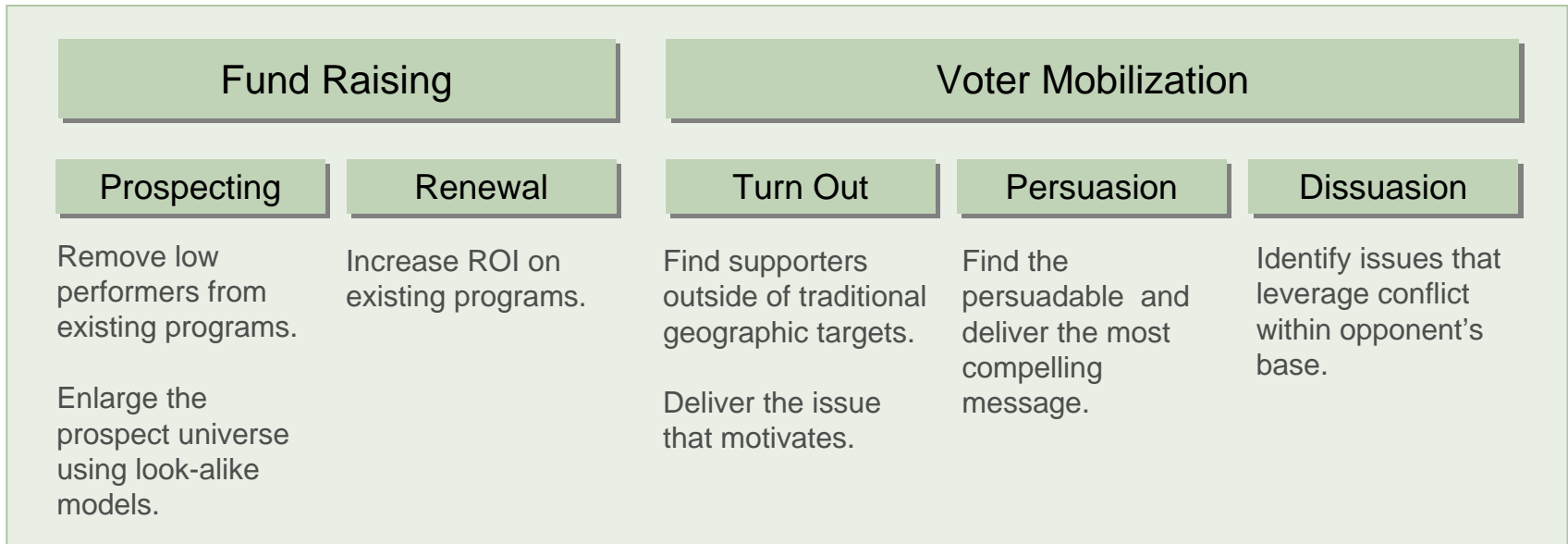


Micro-targeting Strategies for Non-Profits

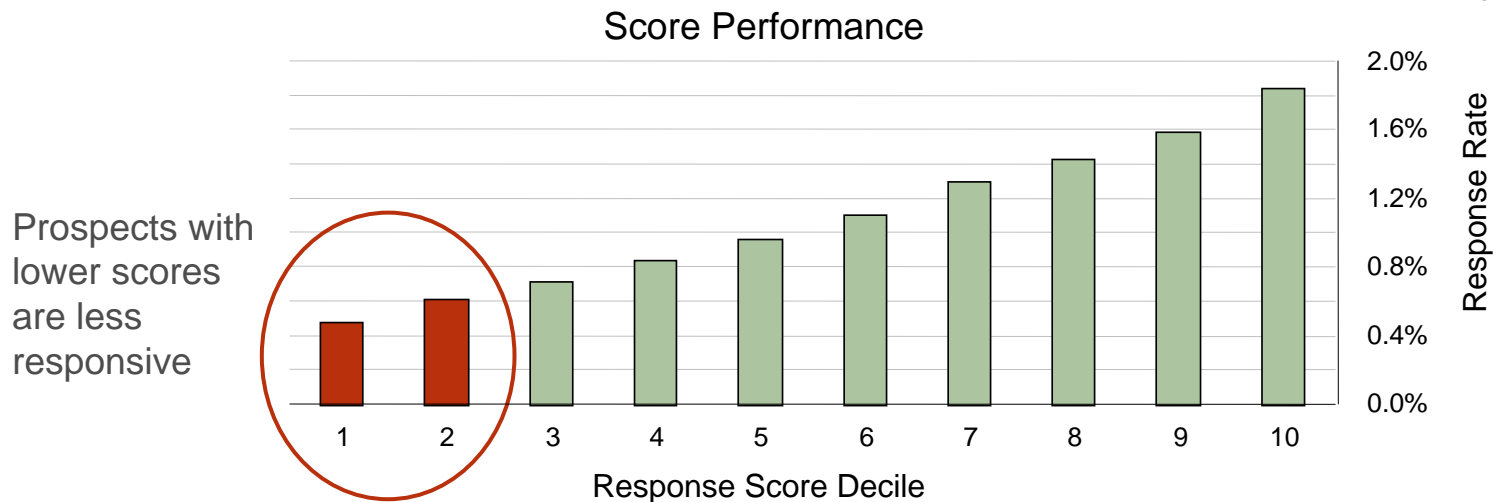
Targeting



- Make fund raising campaigns more productive.
- Reduce the cost per vote.

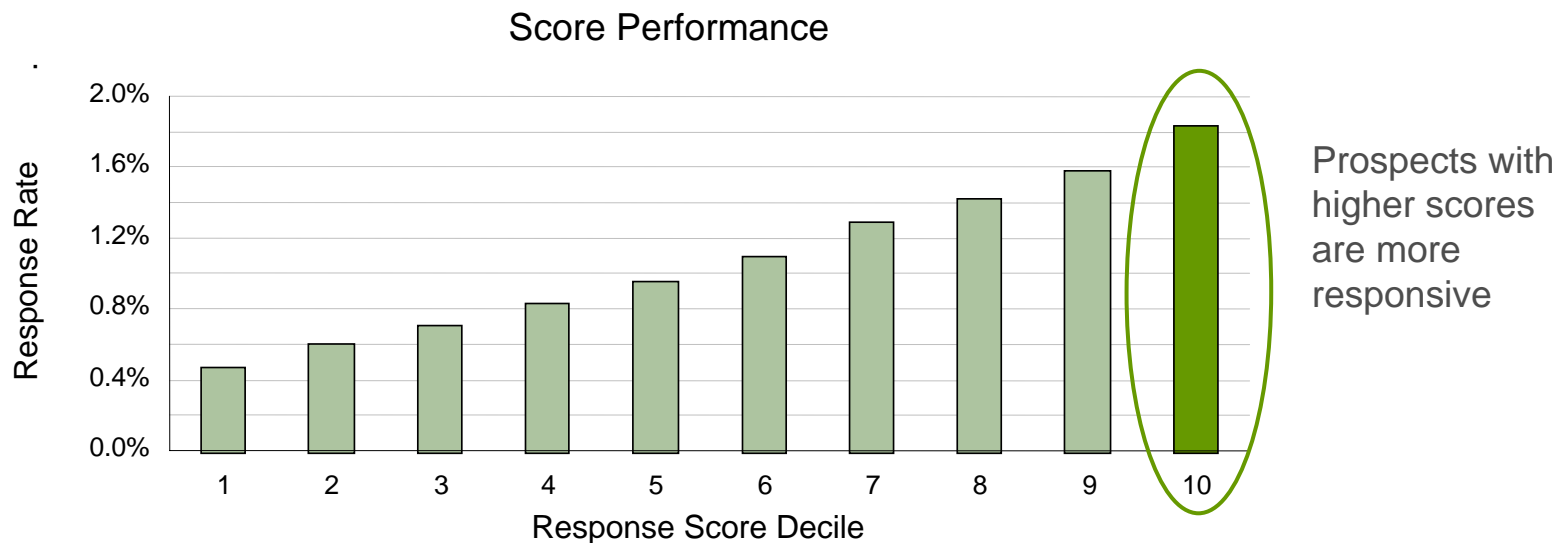
Fund Raising

- Targeting improves performance of existing programs.
 - Demographic and behavioral data are used to profile prospects.
 - Find the pattern of data associated with those likely to contribute.
 - Models are built from prior solicitations.
 - The model scores each prospect on their likelihood of responding.
 - Low responders can be cut from subsequent solicitations.



Fund Raising – Prospecting

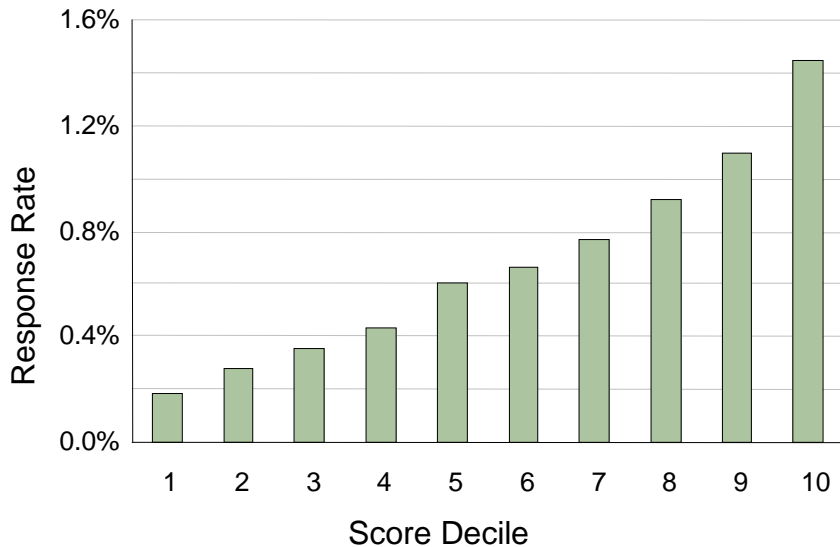
- Targeting enlarges your prospect universe.
 - Traditionally, prospecting is done off of rented lists.
 - Look-alike model can find likely donors in other data bases, such as voter files.
 - Names selected from voter files are cheaper to use.



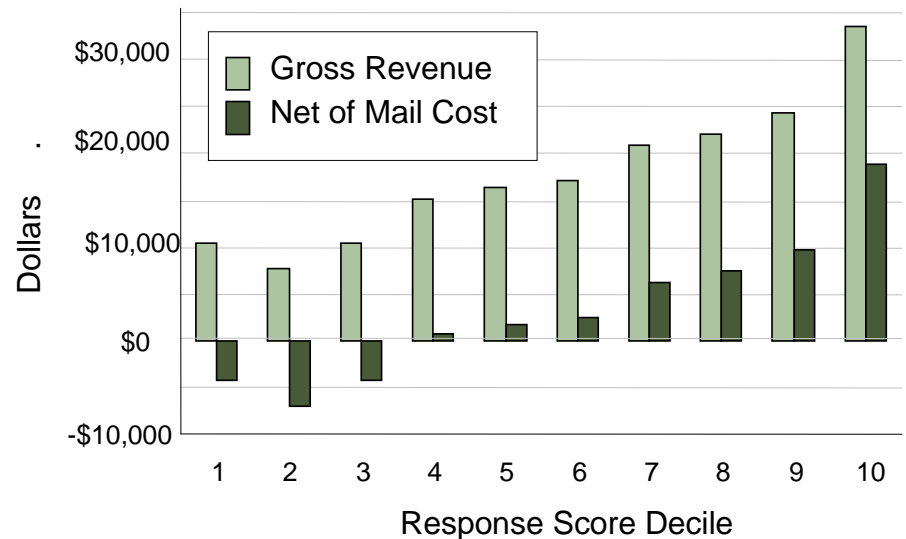
Fund Raising – Renewal

- Re-solicitations can also be optimized through better targeting.
- Low responders can be cut from solicitations.

Response Rate by Score Decile

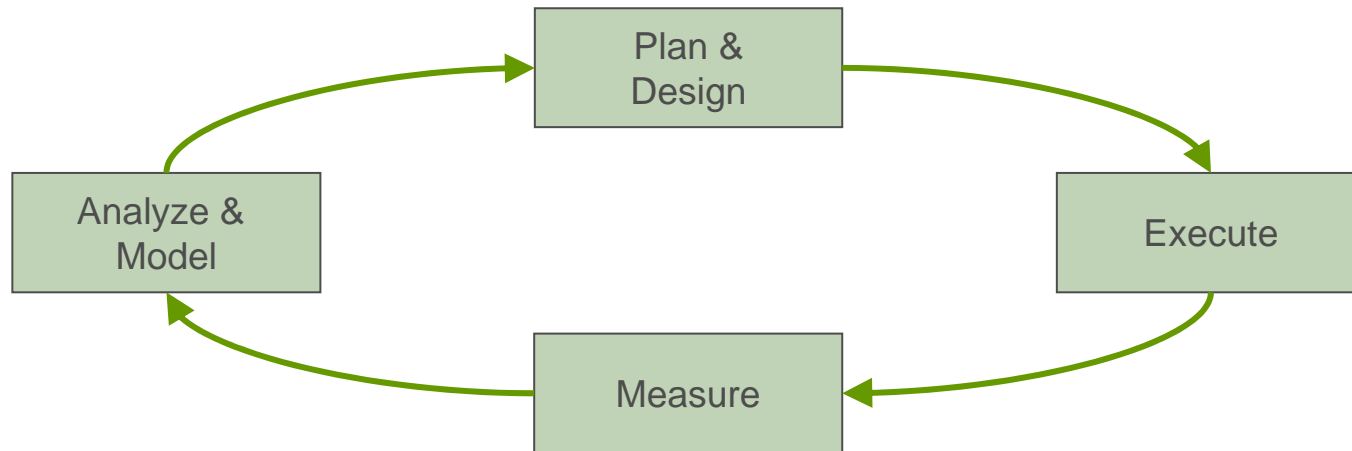


Revenue by Score Decile



Role of Continuous Learning

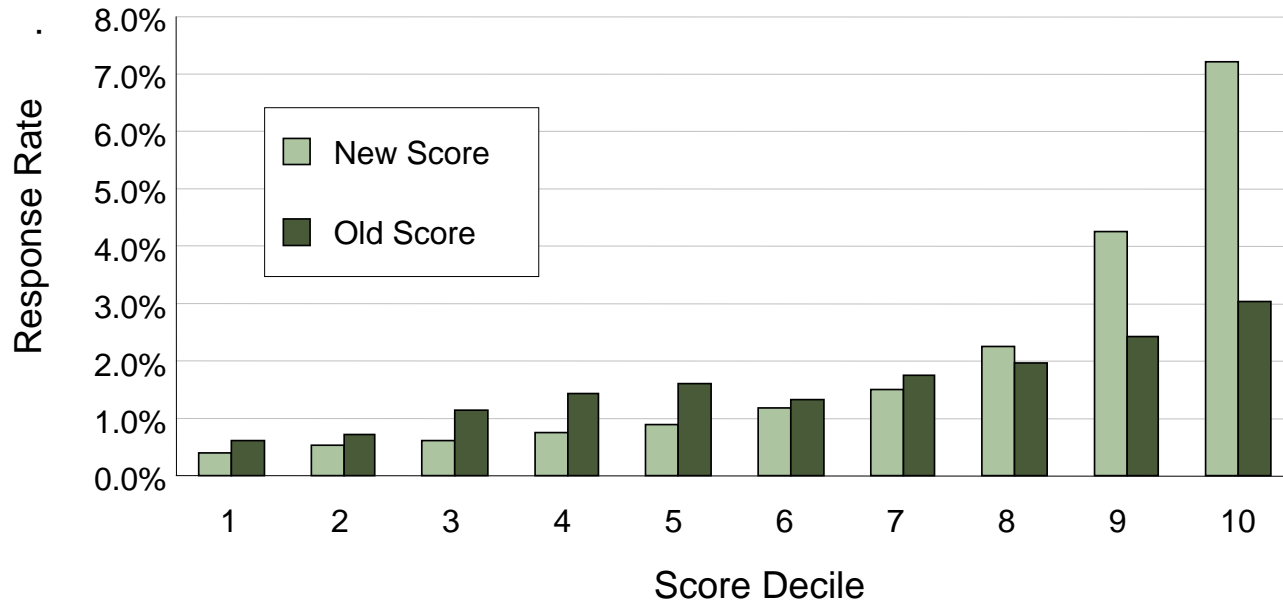
- In a changing environment, model performance will deteriorate over time.
 - Issues of importance to demographic segments change.
 - Financial ability of various segments change.
- Model performance is improved by using the most recent results.



Role of Continuous Learning

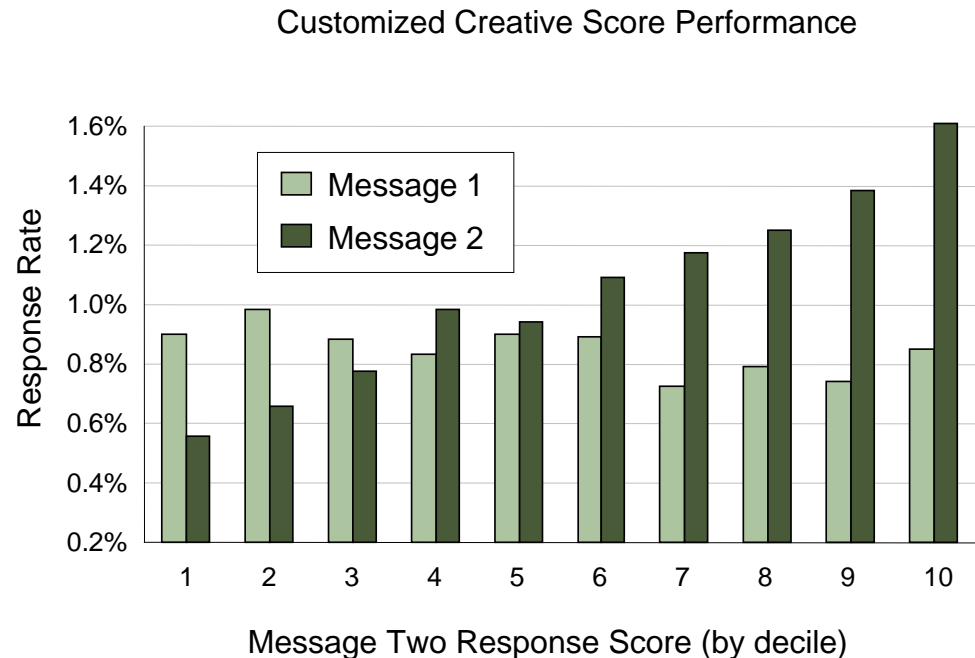
Rebuilding an existing model can dramatically improve performance.

Model Performance Comparison



Micro-targeting Message

- Different messages evoke different responses from different people.
- By aligning the right message to the right individual you can increase overall response rates.



Voter Mobilization

- Voter mobilization uses similar techniques as fund raising.
 - Characterize individual voters using data.
 - Identify behavior of interest, e.g., supporter, undecided, etc.
 - Find data patterns associated with these individuals.
- Two types of models:
 - Those that predict an individual's support for a given candidate.
 - Those that predict an individual's affinity toward a given message.

Getting out the Vote

- Modeling can dramatically increase the GOTV universe.
- Traditionally, the GOTV universe is composed of
 - individuals identified through paid or volunteer canvass or phone program,
 - party registration, and
 - voters living in precincts with the desired performance history.
- Support model use vote history, demographic and other data to predict the likelihood of supporting a given candidate.
- These models are proven to greatly enlarging the GOTV universe.
 - In 2004, a model identified likely Kerry supporters outside of these traditional targets. Over 3 million names were added to the GOTV universe in 10 battle ground states.
 - In the 2005 Virginia Governor's race, a Kaine support model greatly enlarged the GOTV universe, especially in the high growth exurbs.

Voter Persuasion/Dissuasion

- Persuasion and Dissuasion are targeted to undecided or soft support.
 - Models help to isolate this universe by removing the strong supporters.
- Models can also identify the issue most likely to motivate a voter.
 - Targeted messages are aligned with a voter's interests and concerns
- Targeted messages can be more powerful.
 - Mass media requires a message with broad appeal and minimal backlash.
 - Individualized messages can aim for a strong emotional response.