

## How can I find people to join a grassroots membership organization?

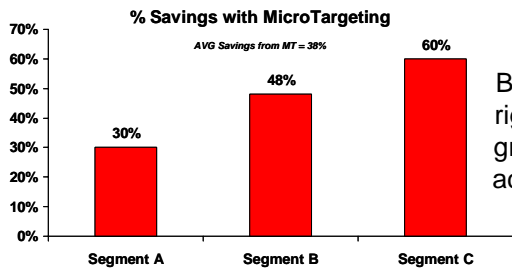
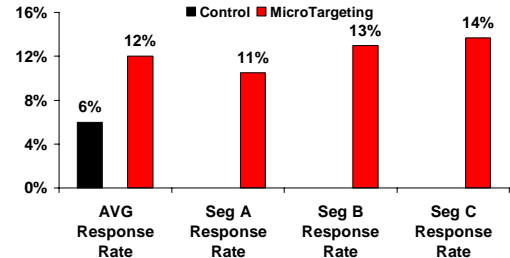
### THE ISSUE

TargetPoint Consulting engaged with a Fortune 25 company to help them identify and mobilize senior citizens who agreed with the company’s stance on various issues for communication, education and motivation. The company sought a group of people willing to take action on behalf of the company based on the individual’s beliefs - getting them to write letters to the editor, contact elected officials and to attend town-hall type events.

Through MicroTargeting, TargetPoint Consulting identified possible recruits for communication, education and activation. Upon completion of the MicroTargeting process a test was done to compare the MicroTargeted individuals against a control group of traditionally recruited targets based on age, income and party affiliation.

### THE RESULTS

The results clearly illustrated the advantages of MicroTargeting. As a whole, MicroTargeted individuals responded at a rate nearly double the average recruiting rate and several of the segments performed significantly better than average, improving response rates by as much as 250%. This increased performance was especially impressive given the client’s existing ability to create a target universe based on the three key factors of age, income and party affiliation.



By more effectively targeting resources to the right **individuals** with the right message MicroTargeting demonstrated potential budget efficiencies greater than 30%. Meaning more people can be recruited at lower overall acquisition cost.

### OUR APPROACH

TargetPoint Consulting is a full service public opinion and market research firm based in Alexandria, Virginia that provides innovative research solutions, advanced information and customer management systems to politics, public policy and business.

TargetPoint is best known for its pioneering work in the field of political MicroTargeting, a technique that merges customer-relationship management technologies, advanced marketing techniques and traditional political targeting. MicroTargeting utilizes advanced information management technology for sequencing an individual’s unique “data trail” to predict attitudes and behaviors. MicroTargeting allows candidates, campaigns and businesses to go beyond broad-brush demographic and geographic targeting, and instead move into highly refined, individualized messaging.

TargetPoint is the leader in Voter Relationship Management, allowing your campaign to not only strategically assess what moves or motivates a voter, but establish loyalty and initiate voter activation. Through TargetPoint’s strategic consulting and relationship management, your campaign will have the most advanced techniques and technology and most importantly, the competitive advantage.

Our core principle of continuously attacking challenges and opportunities with innovative solutions is reflected in the variety of our backgrounds and experience. The company’s principals and senior managers come from the worlds of survey research, data base management, political science, advanced analytics statistics, and political campaign management and messaging. Together, the TPC team brings the best, most advanced techniques and technology to the table, providing the winning edge and competitive advantages.