

## *How can I find and mobilize supporters of my cause?*

### **THE ISSUE**

TargetPoint Consulting engaged with a global energy company to help them identify and mobilize Long Island citizens in support of the development of a processing terminal off the Eastern Coast of the United States. Their goal was to establish a grassroots army that could be counted on to take action on behalf of the project – getting them to write letters to the editor, contact elected officials and to attend town-hall type events.

### **OUR SOLUTION**

Through MicroTargeting, TargetPoint Consulting identified approximately 150,000 recruits for communication, education and activation. Using the models TargetPoint constructed, this group consisted of those individuals most likely to support the project and most likely to take action on a community issue. Moreover, this group was split into three subgroups based upon the particular messaging that was most likely to motivate them to take action.

### **THE RESULTS**

The generated list of supportive activists received mail pieces asking them to call in to the office and attend an upcoming community meeting. Based upon reports received from the company, there was a robust response rate, and nearly all the responses were positive, indicating sound modeling.

TargetPoint was also able to match the list of 150,000 activists to email addresses, with a match rate of approximately 22%. These 32,000 citizens received an email that mirrored the mail piece.

By more effectively targeting resources to the right individuals with the right message MicroTargeting was able to produce meaningful budget efficiencies for this grassroots targeting project, allowing more people to be recruited at lower overall acquisition costs.

### **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.