

Skyly Case Study

STATE REPRESENTATIVE ROGER GOODMAN

In 2014, Washington state Representative Roger Goodman used Skyly to raise \$1550 in support from new contributors in just three days.

Campaign manager Tom Conlon used Skyly to identify potential supporters in his district. Representative Goodman personally makes all his fundraising calls, and so Mr. Conlon had to focus call time on the most attractive prospects. Mr. Conlon reported on this process:

"We started by sorting the [Skyly] list in a few different ways. Number of previous political donations, home value, and support score were the main ones we looked at. Then we began a strategic review process, and eventually printed out about twenty-five call sheets."

In addition to voter contact information and political contributions, Skyly call sheets include information from the voter's Twitter profile, including their photo, self-authored profile description, and the political leaders and pundits in whom they've expressed an interest.

This additional information was useful, as Mr. Conlon explained:

"Roger had all the printed sheets in front of him -- he was interested in looking at each one. The ones with previous political donations caught his attention, and he also reviewed the Skyly support scores and who each person was following, because it helped him understand the voter's interests and made it easier to connect with them on the call."

Representative Goodman worked his way through the list, appealing to each constituent and leaving detailed voice messages if they didn't answer.

The result? \$1550 raised in just three days.

Mr. Conlon reflected on the experience:

"This was a helpful financial boost at a critical time. More importantly, we've added new supporters to our list for contact in the future. One in particular has a history of major gifts to progressive campaigns, and we look forward to working with them next cycle."

The Goodman campaign's efforts prevailed in November 2014, receiving 55% of the vote. Turning to the future, Mr. Conlon said:

"As a campaign fundraising professional with a background in statistics, I'm really intrigued by this approach and think it holds a lot of promise. The possibility of Identifying *new* prospects will be of particular interest to challenger campaigns without access to a deep list, and also larger campaigns and organizations seeking to expand their universe for doing direct mail appeals and other outreach."

A four term incumbent with a strong progressive track record, Representative Goodman had a substantial list of previous donors. Nearly sixty percent of voters in the district supported Obama in 2012. The Goodman campaign seemed bound for victory as long as nothing went significantly wrong.

Unexpectedly, a Republican PAC funded a series of negative ads in the summer of 2014. Though the personal attacks were eventually discredited and widely condemned, the Goodman campaign was seeking a new source of funds to finance rebuttal messaging.

Goodman represents Washington's 45th Legislative District. The campaign started using Skyly in September 2014.



Skyly amplifies fundraising by finding people with the capacity and interest to contribute to progressive candidates and causes.

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