



Campaign
Solutions

Build to Win.

Commit & Invest

A Fundraising Playbook
for Republicans in 2024

Volume 1



Digital fundraising generally grows leading up to Election Day, but that didn't happen for Republicans in 2022.

In this Fundraising Playbook, Campaign Solutions Chief Strategist Guy Short outlines three key factors that are driving down ROI for Republican fundraising in 2023-2024 and provides expertise on how a winning campaign can right the ship.



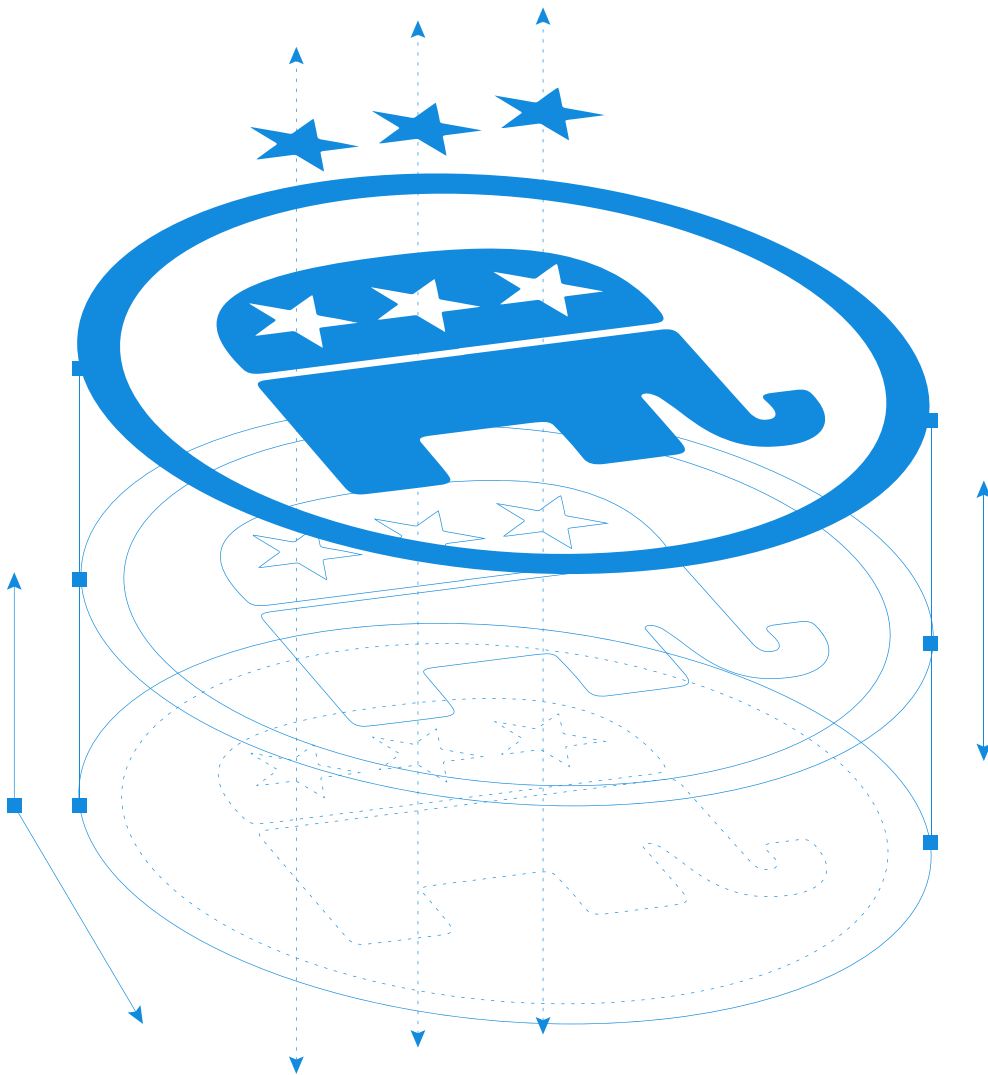
GUY SHORT

@shortguy1

Guy is chief strategist at Push Digital Group's Campaign Solutions, a former congressional chief of staff, six-time Republican National Convention delegate, and Republican strategist with nearly 30 years of experience in politics.

► [Read the full op-ed in Real Clear Politics](#)

► [Check out Campaign Solutions for more tips](#)



Today,

it's being argued that aggressive fundraising tactics are turning off voters and leading to a poor return on investment. In truth, those aggressive tactics are the result of an already declining ROI caused by three key factors.

1. POOR INVESTMENT

2. BIG TECH BIAS

3. LACK OF COMMITMENT

PROBLEM:**POOR
INVESTMENT**

Republican candidates and consultants have refused to invest in new email and text donor pools. According to Politico, the number of Republican donors has been relatively unchanged from January 2021 to today. Democrats, meanwhile, have seen the number of online donors giving through ActBlue greatly increase.

SOLUTION:**OPTIMIZE INVESTMENT
THROUGH MICROTARGETING**

- Utilize the latest techniques, tools, and strategies to audit current campaigns and provide data-driven decisions on fundraising investment for optimization.
 - + Email Open Rates
 - + Email Conversion Rates
 - + Cost Per Acquisition (CPA)
- Based on this analysis, optimize investment in certain channels or tools, and reallocate resources to areas that have a higher potential for return.

PROBLEM: BIG TECH BIAS

Big Tech is censoring political messaging, especially for the Republican party, limiting deliverability and in-boxing. Of course, Big Tech censoring Republicans shouldn't surprise people. Look no further than your own inbox or spam folder for proof. But it was again confirmed by recent research, which found that Gmail sent nearly 80 percent of right-leaning candidate emails to spam in 2020, compared with just about 10 percent of left-leaning ones.

SOLUTION: OPTIMIZE MESSAGING AND BRANDING

- Overcome the challenge of Big Tech Bias and reach your target audience through:
 - + Email
 - + Texting
 - + Social Media
- If traditional social platforms (Instagram, Facebook, Twitter, Tiktok) are not reaching campaign goals, research and provide alternatives to digital channels that tend to be more sympathetic to conservative causes, such as Parler & Gab.

PROBLEM: LACK OF COMMITMENT

To be successful, candidates and committees must commit to a plan early, and then invest the time and creative talent into building digital assets that will pay off down the road.

Many candidates and their consultants don't put in the time and effort. They treat fundraising as an afterthought, but expect it to act like an ATM. And, when immediate ROI is not realized, they jump from vendor to vendor demanding questionable tactics like a "10,000x match."

SOLUTION: OPTIMIZE DIGITAL FUNDRAISING STRATEGY

- Address the issue of a lacking commitment and ensure maximum results by offering a customized, full-service digital fundraising solution that provides ongoing support and guidance.
 - + Catered Digital Strategy
 - + Team of Experts
 - + Regular Performance Analysis



HOW MUCH MONEY WILL YOU LEAVE ON THE TABLE?

Republicans cannot forgo the hard work and play catch-up later. We need to invest time and talent into digital fundraising—now. Campaigns perform best when human capital is tasked with mastering low-dollar, digital fundraising. You grow the pie by hiring and training more bakers.

START RAISING YOUR WAR CHEST TODAY

Campaign Solutions is the legendary Republican fundraising team that raises more money than anyone. Here is how we can help your campaign win, right now.



Legendary
accumen.



Data-driven
strategy.



Precision
Email Inboxin.



Text Messaging
expertise.



Battle-proven
tech stack.

OUR RESULTS SPEAK FOR THEMSELVES

When fundraising threw everyone else for a loop in 2022, Campaign Solutions delivered consistently for our clients. There is no better fundraising team in Republican politics.

\$83M+

Raised in 2022

2M+

Transactions

2.8B+

Emails Targeted

58.6M+

Texts Sent

3.8B+

Data Points Captured

700+

Advanced Pages Built

GETTING STARTED IS EASY

1. Discuss your goals with an expert at Campaign Solutions.
2. Our team will launch a tailored fundraising plan in record time.
3. You'll see results that leave your competition in the dust.



YOUR TEAM IS READY TO WIN
REACH OUT TO
KCARTER@PUSHDIGITAL.COM