

# Brady Campaign to Prevent Gun Violence

## Engaging and Cultivating Prospective High Dollar Donors Identified through Wealth Screening

### Summary:

Through a wealth screen process, 10,000 donors were identified as having the propensity to give \$5,000 or more based on a donor ranking based on value of their assets as well as demographic information such as age and income.

The organization had limited ability to personally reach out to these donors in a reasonable timeframe. So in an effort to continue to cultivate the relationship with these prospective major donors, CMS created a campaign to identify, engage and upgrade this unique donor group.

Over half of the donors whose ranking were high in the wealth screen resided in the lower dollar segment of the file. Because the high and low dollar segments receive different mail package treatments, a strategy was devised that was not dependent on branding the campaign using current giving level group identities.

The **Legislative Action Network** was born with two primary goals:

- Leverage the potential political influence of the individuals identified to help renew the Congressional ban on assault weapons.

- Bond these donors closer to the organization through specialization treatment and engagement techniques.

The campaign launched with mailing that described why this network of unique members was established. Enclosed in this highly personalized package was:

- A letter from Sarah Brady
- Business Cards personalized in the donor's name and with the LAN logo. The back of the business card housed the Network's website along with a personalized URL that linked to a unique donor page
- Postcards personalized to the President, the donor's Representative, and Senators.

In addition to LAN branded mail efforts, donors in the LAN were invited to a live conference call with Sarah Brady to discuss the Plan of Action to "Halt the Assault."

Unfortunately, the 10-year-old Federal ban on assault weapons expired, allowing 19 types of assault weapons back on the streets. While this was a loss on the Hill, it was a success in terms of awareness, engagement, and additional revenue.



