

CASE STUDY

PA CHASE

Client Name

OVERVIEW

How we won awards for **Best Use of Mobile to Support a Field Program, Best Fundraising Text for State Legislative or Statewide - Republican & Best Use of Mobile Technology**

CHALLENGE

In one of the most competitive and consequential states of the 2024 cycle, the stakes were sky-high, and the mission was critical: **raise a record-breaking amount of funds** exclusively through texting for The Pennsylvania Chase to sponsor ballot chasers across the state and secure Pennsylvania for President Trump.

Complicating matters further, donor fatigue, inflation, and underperformance across traditional outreach channels, like email, phone calls, and social media, meant the campaign needed a fresh, scalable way to both fundraise and mobilize support on the ground. The strategy had to **work fast, adapt quickly, and deliver meaningful engagement**.

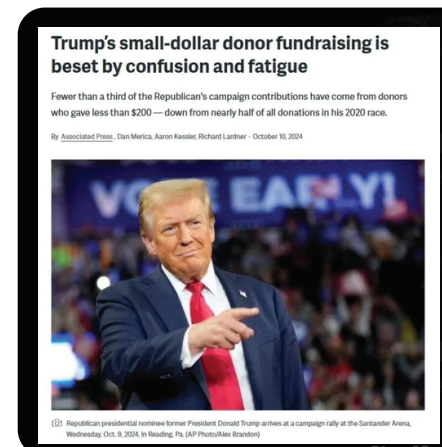
SOLUTION

Politicoin leveraged our platform as the central hub for both fundraising and field mobilization. In just five months, the campaign sent 236,785 texts with a 97.3% delivery rate, generating 7,536 replies and **raising a remarkable \$770,000** - all for a **total spend of just \$14,430**, resulting in a **5,236% ROI**.

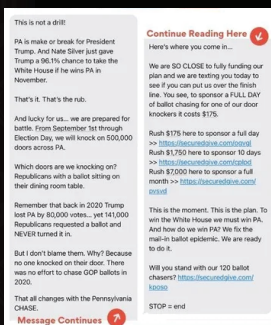
These funds directly powered a statewide ballot chaser program that played **a critical role** in flipping key districts, including PA-8 and PA-7, and helping secure Pennsylvania for President Trump. The campaign's messaging was carefully designed for adaptability - allowing top-performing content to be repurposed across multiple races and consistently outperform other formats.

Mobile messaging was the campaign's central organizing tool - coordinating events, boosting turnout, and keeping supporters engaged in real-time. From informative MMS messages to concise, stat-driven appeals, Politicoin's approach **reflected the best of modern campaign communication**.

The next page features an example of the top-performing fundraising text Politicoin's team identified their "cash cow" message through A/B testing, which consistently drove donations across multiple projects.



**Campaign
Engine**



THE HIGHEST GROSSING TEXT MESSAGE COPY

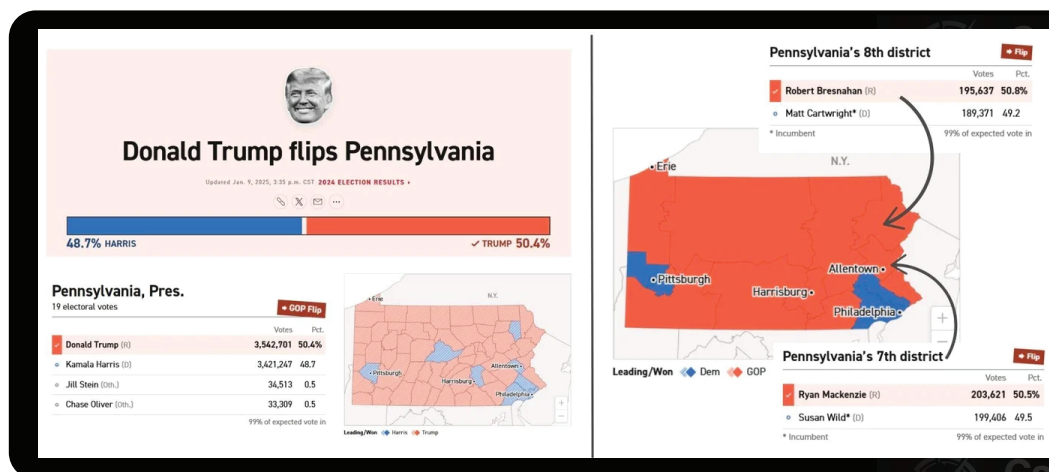
Politico's expert use our software's advanced tools and capabilities allowed us to A/B test various message copy. For instance, we tracked who clicked on what links with the advanced link tracking and segmented lists within our platform with our advanced CRM capabilities.

HOW P2P TEXTING TURNED THE TIDE

Our platform gave Politico everything they needed to execute a high-impact, mobile-first strategy at scale. With AI writing assistance, real-time analytics, advanced CRM segmentation, and A/B testing tools, the team could continuously refine their outreach and quickly identify and amplify top-performing content - like their highest-grossing fundraising message, which became a repeatable success story across other campaigns.

THE END RESULT

PA ELECTION DAY RESULTS THAT SPEAK FOR THEMSELVES



The success of this campaign had far-reaching implications. The funds raised mobilized ballot chasers that helped flip Pennsylvania for Trump, delivered victories in PA-8 and PA-7, and secured the Republican majority in the House. This campaign didn't just prove that peer-to-peer texting works - it showed that when combined with the right strategy and technology, it can **shape the outcome of elections at every level of government.**

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