



How Patrick Murphy raised enough money to defeat Tea Party Leader Allen West in the most expensive House race in the history of the United States to date

In 2012, CFG was retained by Patrick Murphy (28 years old and never ran for office) in his race to unseat Tea Party leader Congressman Allen West in Florida's 18th district. West was raising millions of dollars in direct mail donations from Tea Party and conservative contributors all over the country. Patrick Murphy had an extensive personal network from which he raised funds but the campaign needed to find a way to expand their fundraising into national networks and exploit West's wild comments and leadership in the Tea Party movement. At that time, Allen West's outrageous comments were not widely followed by the mass of Democratic donors.

CFG built an extensive list of hundreds of thousands of Democratic donors nationally, devised a strategic fundraising message for Patrick and implemented an aggressive multi-dialer call system for Patrick's fundraising call time. Patrick was skeptical that it could work, at first. Then, the first day of calling he raised \$4,000 from cold calls. Donors he never even met, but had talked to on the phone using our system, began contributing right on the phone or after the conversation online. Then during the

second day of calls Patrick raised over \$6,000. He then exclaimed, "OK, I see how this can work."

After a few months of using 4 dialers to connect with donors and pass the phone to Patrick to make his fundraising pitch, we had an innovative idea. What if we use Obama style GOTV digital dialing interfaces to make the calls instead of human dialers to increase the connect rate? [You signed into the interactive system, it began dialing voters in different parts of the country, the voter's details appeared on a computer screen and you read the GOTV script and logged the response on the screen and the data went to Obama central H.Q.] Instead of loading a voter list, we loaded donor lists. The system dialed hundreds of donors at once and the first connect patched through to the candidate at which time he gave his fundraising pitch. After he hung up the phone it would begin dialing again. 8 seconds later he had a new donor on the line. It worked. Connects increased and we started raising more money from new donors. Additionally, those donors contributed multiple times after the initial conversation with Patrick. The campaign raised an additional \$1.7 million using our system plus \$600,000 in PAC contributions through CFG's PAC program.