

Situation

When Amy Klobuchar decided to run for president, she turned to Rising Tide Interactive to grow her digital program into a national fundraising machine. Over the course of the campaign, RTI helped Amy for America raise over \$42 million online and substantially grow her email and donor lists.

Email

The content of the email program mainly reflected and reiterated broader campaign messaging around the Senator's history of winning, her ability to flip counties Donald Trump had won in 2016 and her plan to bring people with her as President. We consistently used outside validators and quotes from endorsements to demonstrate why the Senator was the most qualified candidate to help Democrats win big in 2020. We also reflected the uniqueness of her candidacy in our messages, with emails spotlighting her hotdish recipe, ability to raise money from her ex-boyfriends and her announcement in a blizzard.

Paid Growth

During the presidential campaign, we generated just shy of 500,000 new names through paid acquisition advertising with an immediate ROI of nearly 250%. Before she was running for president, the Senator's list was built on issues that were either specific to Minnesota or that were signature issues. This resulted in a list made primarily of Minnesotans — but one that was highly engaged with the Senator specifically.

For the presidential launch and after, we deployed list building ads related to the Senator's specific policy vision and platform. We stayed away from anti-Donald Trump content because simply opposing the president is not qualifying in a competitive national primary. Similarly, prospecting for people who agree that we need to protect Social Security or Medicare or who agree on other core Democratic issues does not result in supporters who are qualified to prefer the Senator to another candidate running for the Democratic nomination.

Results

Our digital strategy for Senator Klobuchar's presidential campaign successfully grew her list of supporters, helped her to make every debate stage and raised crucial funds in a crowded primary. This program was grounded in **authentic content, data-driven strategy and innovative tactics**, and it continues to serve the Senator as a national figure for the party.



Rising Tide Interactive grew our digital program into a top notch, national fundraising machine. RTI's work ensured we had the resources we needed to perform well in early states like New Hampshire and to qualify for every debate. RTI kept the digital program dynamic, with **content that reflected the ever-changing state of the race while still being authentic** and in-line with the rest of our campaign messaging.

ELISE CONVY, NATIONAL FINANCE DIRECTOR,
AMY FOR AMERICA

Blast SMS

SMS played a significant role in the fundraising capabilities of this program, allowing us to take advantage of big moments with text messages that grabbed supporter's attention as soon as they were sent. We built this list in a variety of ways, including promoting the shortcode on posters, podium signage, and in email footers, as well as on the website and through sign-up and donation forms.