towerd@ta

# How to Prepare Your Political Database for Email Campaigns

*All it takes is 4 steps to get your database ready for the next election's email campaign and gain support for your candidate.*

## Step 1: Determine What To Ask Voters

Asks in a campaign come in a variety of forms, but the most common voter asks are:

- A vote for your candidate
- An early vote for your candidate
- Canvassing volunteers
- Social media support and promotion
- Donations

## Step 2: Build Your Database

You have a few lists either from previous elections or other party members, but they have more postal addresses than emails. *How do you fill in the gaps?*

Use a service like **Email Append** that adds an email address to a contact record. This saves your team time by allowing you to quickly add high quality emails to your database that complement ongoing campaign contact acquisition from social media or other outreach.

## Step 3: Clean Your Database

Now that you have your database, it's time to clean the data.
***8.4% of contact data often contains misspelled, invalid, or fake emails.***

Services like **Email Validation**
- catch and correct erroneous emails
- improve your deliverability
- ensure you reach the inbox of those potential supporters

Another great service is **Open Data.** Use TowerData's Open Data to identify high-value emails to prioritize in your campaigns.

## Step 4: Enhance Your Database

Now it's time to improve your segmentation and personalization.

**Email Intelligence** fills in the contextual data gaps with information such as:

- **Demographic:** Age, gender, postal address
- **Behavioral:** Income, marital status, presence of children, home value
- **Life Stage:** mom, engaged, home owner

## Advanced Tip: Turn Web Visitors Into Voters

Looking for other ways to gather emails for your campaign? Your candidate's website can provide you with email addresses even if someone didn't pledge to vote or donate. Tools like **Website Visitor ID** recognize web traffic and provide you with an email and/or postal address for that web browser.