

# RAJA KRISHNAMOORTHI CASE STUDY

Congressman representing  
Illinois' eighth congressional  
district since 2016



**RAJA**  
**KRISHNAMOORTHI**  
*Democrat for CONGRESS*

## OVERVIEW

**Raja Krishnamoorthi, Indian-American engineer, businessman, and attorney, represents IL-08. He won a three-way Democratic primary in 2016 with 57% of the vote.**

Illinois' eighth congressional district covers the northern suburbs of Chicago. Prior to winning the seat, Krishnamoorthi held various positions in Illinois state government, as well as serving with Barack Obama in multiple capacities prior to his presidency.

- ✓ Clinton won IL-08 58 – 36% in 2016
- ✓ Incumbent running for third term

## CHALLENGE

Many donors look at IL-08 and see a safe Democratic district in the Chicago suburbs as an uninteresting race to give money.



### Safe Democratic seat

With so much focus on DCCC frontline, red-to-blue, and swing state races, many donors would rather put their money into less safe seats



### Tapped out Chicagoland donors

Krishnamoorthi had maxed out his local donor base, and needed a new, unique pool for the 2020 cycle



## SOLUTION

Grassroots Analytics created several solutions to expand Krishnamoorthi's donor pool and reach more left-leaning donors nationwide

### Indian-American community

As one of the only Indian-American (IA) members of Congress, Krishnamoorthi's team uses GA data for targeted outreach to other members of the IA community nationwide. With GA data, the team can see how many IA Democratic donors there are nationwide, how each donor leans (e.g., more moderate), as well as what their capacity to give is cyclically.

### Donors that favor incumbents

In a year when many donors are focused on swing districts or primary challengers, GA targeted donors that favor incumbent and/or establishment Democrats.

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*Krishnamoorthi... is known for having a machine-like operation for raising cash. In Q4 2019, he raised \$839,024 and had \$6.9 million cash on hand, making him one of the most effective congressional fundraisers in the country since being elected in 2016.*

– POLITICO

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## RESULTS

Utilizing different variables for targeted outreach, particularly to high-dollar donors, GA helped Krishnamoorthi and his team enhance their existing fundraising operation to achieve:

- ✓ Quarterly fundraising numbers in the top 5% of House incumbents every quarter of the 2020 election cycle
- ✓ Currently has the 5th most cash-on-hand (COH) among all House members, with more than \$7.8 million COH
- ✓ Has raised the 5th most in the 2020 cycle of any Democrat not in leadership or with large media profile, with \$5+ million raised this cycle



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