

## Predicting donor ask amount

Authors:

Aaron Berger, [aaronberger@college.harvard.edu](mailto:aaronberger@college.harvard.edu)

Alex Tonelli, [alextonelli@college.harvard.edu](mailto:alextonelli@college.harvard.edu)

**Data:** We plan to use the Stanford DIME dataset, available publicly [here](#). This dataset contains all reported federal and state political donations for multiple decades into the past, along with databases of donors and candidates.

**Background and Motivation:** Political campaigns frequently call prospective donors to ask for donations, which go towards funding field operations, advertising, staff, etc. How much money someone from a campaign should ask for in a specific call can have a large impact on the final donation amount.

**Problem:** Predicting the optimal best ask amount for a given candidate and donor, using a model to predict the donor's next donation amount (or next high donation amount), is solvable and would significantly help campaigns.

**Scope and Methods:** Neural networks and potentially other ML models.

### Concerns & Limitations:

*Ethical:* One concern is donor privacy, and that optimizing the ask amount for a call may increase campaign solicitation of donors.