

# Solidarity Score™

by TCW Strategies



## The power to prioritize, target, and focus your organizing outreach.

Our clients don't have unlimited resources. As a leader, you want to know your outreach and organizing efforts are going where they'll have the greatest impact toward achieving your goals.

Combing through lists and relying on cold calls to generate leads can only get you so far. When resources are stretched thin, it's critical that you know where to deploy to ensure the maximum return on investment (ROI). Now more than ever, you need to know your resources are going where they'll catalyze the most growth.

## Introducing Solidarity Scores.™

Our Solidarity Score™ is a cutting-edge method of prioritizing your organizing work using the latest innovations in machine learning and data management.

TCW Strategies will aggregate data about every individual in your target universe and build custom predictive models to assess which contacts are most likely to be influenced to join your organization or take action.

TCW Strategies takes data you already have and feeds it into a custom-built database crafted to meet your specific needs.

We will work closely with you to integrate Solidarity Scores™ into your existing outreach strategy, measure their effectiveness, and continuously improve our methodology to fit your use cases.

Our modeling can help you plan and prioritize who to reach out to first, where your biggest growth potentials lie, and what route to take to grow your base.

*Schedule a call with TCW Strategies today. Partner with us to harness your data, grow your organization, and build power.*

