

Texting For Dollars

Begging & Bugging the Base Into O'blivion

STATUS QUO

You give. You show up. You even volunteer. You're a defender of democracy, a patriot - not just during election season, but every day of the year. So why, immediately after donating to your candidates and causes are you met with a deluge of texts from the very campaigns and causes you just supported? "We're BEGGING!", "We're losing ground!", "Triple match ends in 15 minutes!". Every day. It's annoying, it's demoralizing - not only **not** being thanked or acknowledged, but always being asked for more. It's worse than being spammed, you're being harassed by your own side! This mindless, disrespectful, obviously impersonal, barrage is inconsiderate at best, and increasingly counterproductive at worst.

A growing number of **dedicated donors are tuning out** altogether - silencing notifications, blocking senders if they can, deleting everything unread. Important calls to action now go unseen because the noise is unbearable. In an era when we should be empowering grassroots donors to drive the agenda, their disengagement creates an open invitation for agenda-driven corporate money to make up the shortfall.

Seriously, we know that technically this fundraising method does work, that's why they do it. But it's all just too much, and fatigued donors are not giving donors. **Please - less donation request texts.**

IMAGINE MORE

Create a "Respectful Recurring Giver" Standard. Campaigns and PACs should automatically exclude recurrent monthly donors from daily text solicitations - sans any true situation requiring urgent attention, of course. **What a great incentive to give monthly!**

Send INFORMATIONAL texts: the approaching deadline to request an absentee ballot; when and where early voting; polling location info; an important vote. Include links that DO NOT take a donor straight to a donation page. And DO NOT ask for money (you'd likely get some anyway).

Let all donors choose the frequency and channels of communications - email, app notification, or none.

If a donor chooses to opt out of a text thread from a specific candidate or campaign, **they should receive no more texts. Period.** This would mean coordinating efforts so that "money asks" are not coming from multiple sources for a single candidate.

Send Acknowledgement and Thank You texts that do not ask for more!

GAME ON

"Texting for Dollars" may raise money, but it also raises resentment. There's got to be a smarter, more respectful way to fund campaigns.

ActBlue, ActTwo? is a companion Blue Paper (#101) that suggests to the good folks at ActBlue a "rethinking and restructuring" of their grassroots crowd-sourcing model into **an intuitive and easily navigated dashboard that speaks for you, and where your dollars align with your values.** It could making political giving feel grounded in dignity, respect, strategy, and shared purpose.

Ideas move
when people
MOVE them

Good Move: Share this Blue Paper on your socials; Share this IRL.

Smart Move: Contact DNC Chair Ken Martin at martink@dnc.org / (202) 863 8000

Pro Move: Print and send to: Ken Martin, DNC, 430 South Capitol St. SW, Washington, DC 20003