

ActBlue, ActTwo?

An Enhanced Platform for Progressive Political Giving

The Blue Paper Project: a proposed platform zhuzh

STATUS QUO

ActBlue is foundational to progressive political giving in today's digital fundraising environment. The platform makes it easy to contribute to Democratic candidates and causes, and provides a secure mechanism for both recurring and one-time donations. There is no denying that it is a vital tool. **However, despite its functionality this tool remains largely passive.** Once a donor sets up a recurring contribution, engagement with the platform typically ends. Donors receive little guidance, no feedback, and no inspiration to adjust giving in response to changing events or priorities. Changing a donation in general - whether by amount, frequency, or recipient - currently requires unnecessary effort. There is no intuitive dashboard, no real-time reflection of political moments, and no interface that treats financial giving as a dynamic, values-driven act. **We suggest this is a missed opportunity for deeper alignment between political passion and financial support.**

IMAGINE MORE

Imagine a redesign of ActBlue's user experience that treats giving as an ongoing civic practice rather than a one-time decision. A living interface that mirrors political will as it evolves. That's the vision behind the proposal of ActTwo: political giving not as a static transaction, but as an active expression - one that allows donors to reflect their values as moments arise, priorities shift, and events unfold. Instead of setting contributions once and stepping away, donors would remain engaged, able to direct where their money goes, why it goes there, and when it matters most.

ActTwo would offer **a smart, interactive dashboard** where donors manage a monthly giving budget with clarity and ease. With Democratic candidates and key progressive organizations represented in one place, contributions could move fluidly across causes, candidates, and issues in response to unfolding events. When inspired by leadership, urgency, or emerging priorities, donors could redirect support immediately - with intention and a few simple clicks.

GAME ON

Donors come to a living dashboard of democratic energy where they manage their donations both flexibly and intuitively. Think of it like political fantasy football - more like playing the markets than writing a check. Users **track momentum, respond to new developments, and feel the satisfaction of real-time impact.** It's not just about giving; it's about playing to win - for democracy, for progress, for the future.

ActTwo could also provide powerful insight into the progressive movement. Aggregated donation data would reveal where energy is flowing - what causes and candidates are gaining support and which issues are mobilizing donors nationwide. This live financial map of Democratic sentiment would offer a more grounded and authentic view than traditional polling ever could. Instead of relying on polls and projections, ActTwo would reflect real money, real priorities, and real action, turning static giving into real-time expression.

The aim of this Blue Paper is to convince ActBlue that a re-vamp of their platform is the best chance we have to create this enhanced democratic tool in time to affect the Presidential election in 2028.

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