

Texting For Dollars

Begging & Bugging the Base Into O'blivion

The Blue Paper Project: an important message

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 it's done. But it's all just too much, and fatigued donors are not giving donors. We suggest the following:

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. We know you are fundraising.

Let all donors choose the frequency and channels of communications - email, text, 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 that suggests a "rethinking and restructuring" of grassroots crowd-funding - it proposes **a crowd-funding model that is intuitive, and an easily navigatable 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.

Your Move!

Easy Move: [Click Here](#) to email a pre-written letter to the Democratic National Committee

Smart Move: Call the DNC at (202) 863-8000

Pro Move: Snail mail this Blue Paper the DNC: 430 South Capitol St. SW, Washington, DC 20003

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