

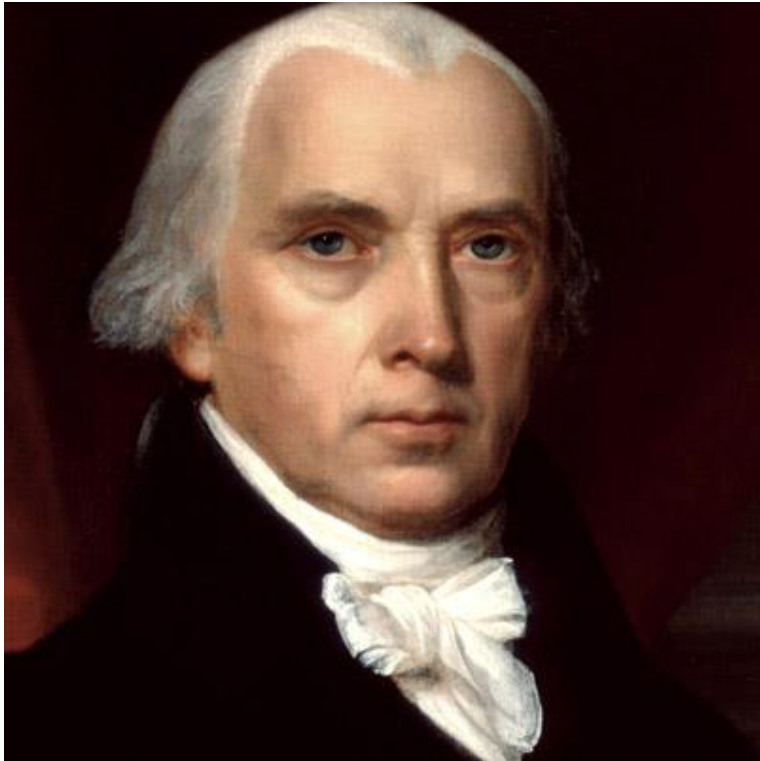


# Problem, Policies, and Strategies for Victories

Prepared for the Progressive Massachusetts Policy Conference  
March 24, 2013



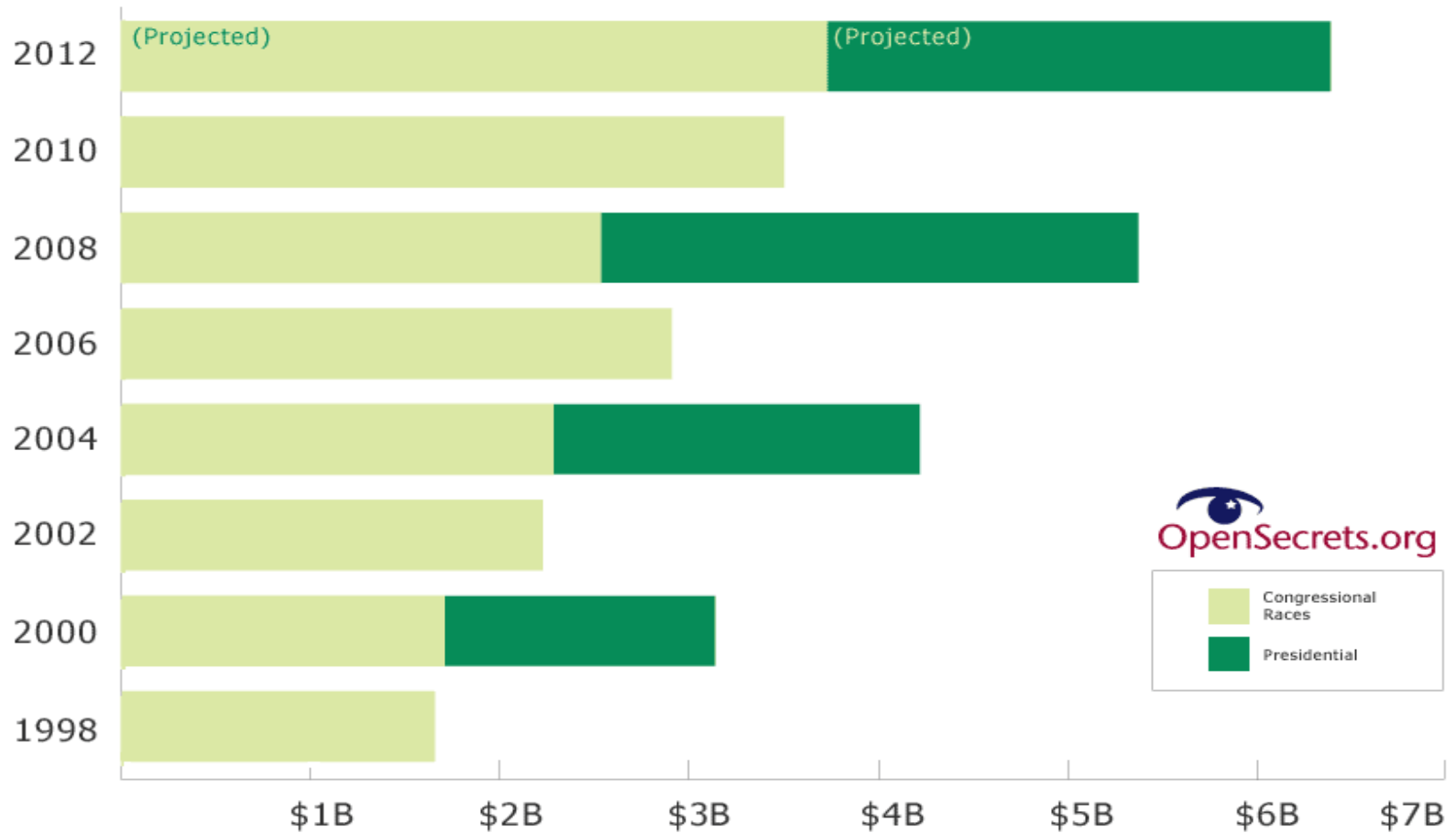
# The Problem



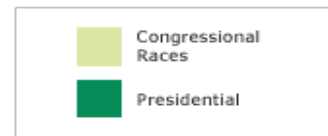
**“dependent  
upon the  
people alone”**

# All Federal Races

## Total Cost of US Elections (1998 - 2012)



  
OpenSecrets.org



# House Races

**\$1,000,000,000**

Total House Race Spending

**9.5%**

Total Donations to Winners from Contributors of \$200 or Less

# Donor Facts

**\$313.0 MILLION**

TOTAL GIVING

Amount of small donor money raised by both Obama & Romney combined.

Minimum number of donors that came from:

**3.7 MILLION**

Number of super pac donors it took to exceed that:



Average contribution of these top donors:

**\$9.9 MILLION**

# Billionaires Lost, Big Money Won

**Sherrod Brown**

Candidate and Outside

**\$31.6**

**Million**

**2006**

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**\$18.7 Million**

**Josh Mandel**

Candidate and Outside

**\$35.6**

**Million**

**\$23.1 Million**

# Solutions



\$ \$ \$  
Many.  
\$ \$ \$

# Public Financing Options

**Clean Elections**

**Matching Funds**

**Patriot Dollars**

# Public Financing Bills in Congress

**Grassroots Democracy Act**

**Fair Elections Now Act**

**Empowering Citizens Act**

# The Fair Elections Now Act

**To Qualify:**

**1,500**

People

**=**

**\$50,000**

In Contributions

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**Candidates Receive (Up To)**

**\$1.125M**

Primary and  
General

**+**

**\$4.05M**

Small Donors/Matching Funds  
Primary and General

One more time...



# **What About Outside Spending?**

# Change The Court

**Anti-Regulation**

**Pro-Reform**



# Change The Constitution



**More than seven million voters had a chance to weigh in directly with their views regarding Citizens United in Common Cause-backed ballot measures on Election Day.**



# The Best Disinfectant



## **Disclosure**

- **who pays for politics**
- **original source**
- **c4 social welfare groups**
- **c6 trade associations**
- **realtime**
- **computerized**

# How to Win

# Get Bigger - Coalition Building

**Environmental Groups**

**Labor Unions**

**Business Leaders**

**Civil Rights**

**Community Groups**

**Political Donors**

**Faith Leaders**

**(and more)**

# Leverage Broad Voter Support

## Polling

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Among all 2012 voters, 61 percent give the current level of money in politics an unfavorable rating, **including a nearly identical 62 percent of Obama voters and 60 percent of Romney voters.**

New Yorkers back a comprehensive package of reforms by **79 to eight percent** with 83 percent of Democrats, 79 percent of independents, **and 74 percent of Republicans** supporting the measure.

## Electoral

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### **New York Senate**

Cece Tzaczyk v. George Amedore

**Friends of Democracy PAC**

7 of 8 Races

# Coalesce to Win Key Victories

**New York**  
**Constitutional Resolutions**  
**Strong Disclosure**  
**Shareholder Rights**  
**Campaigns with Voting Rights Groups**  
**Elections**



[www.publiccampaign.org](http://www.publiccampaign.org)