



Thank You for signing the American Promise Candidate Pledge to advance the 28th Amendment and help assert representation for people, not big money.

SHARE YOUR COMMITMENT ONLINE

We want to help spread the word that you are a reformer, inform citizens of your commitment to campaign spending reform, and rally more candidates to take this important step. Let your constituents and fellow candidates know that you won't stand for anything less than a true democracy in which all voices are heard.

Below are a few ways in which you can promote your American Promise Candidate Pledge and our collective mission to advance the 28th Amendment to limit the undue influence of big money in politics.



1) Download your personalized pledge graphic: Along with this toolkit, we've created the attached graphic for you to share online. *(If you experience any issues with your graphic, please let us know.)*

2) Put information about your pledge and your graphic on your website: Your constituents visit your website to learn more about who you are and what you stand for. Here's some language you can use to let them know that campaign finance reform is important to you.

I have signed the American Promise Candidate Pledge, declaring that I support fair, free elections and limitations on money's influence on our Democracy.

I believe that the best way to re-establish a true democracy is to amend the United States Constitution. When passed, the 28th Amendment will limit the undue influence of money in politics, ensure that all Americans are equally represented by our government, and protect the unalienable liberty of people rather than new privileges for the largest corporations, unions, and special interests.

I have pledged to use my office to advance this 28th Amendment in any and all legal ways, including, but not limited to: sponsoring or cosponsoring bills, resolutions, or other legislation advancing proposal or ratification of the 28th Amendment; voting in favor of such bills and resolutions in committee, subcommittee, or floor votes; working to build cross-partisan support; and publicly advocating for the necessity of this Amendment.

Learn more about the 28th Amendment and American Promise here [[link to americanpromise.net/pledge](https://americanpromise.net/pledge)].

3) Share your pledge with your networks: It's the best way to spread the word. Feel free to use the language below. Don't forget to include your personalized pledge graphic in all posts!

Twitter: I'm standing against big money in politics by signing the @usapromise Candidate Pledge. American citizens deserve to have their voices heard by their government. Support this movement: americanpromise.net #APPIledge #28thAmendment #GetMoneyOut

Facebook: I'm standing against big money in politics by signing the @ouramericanpromise Candidate Pledge. Together, we can re-establish a true democracy: of the people, by the people, and for the people. Join me in supporting this movement: americanpromise.net #APPIledge #28thAmendment #GetMoneyOut

Instagram: I'm standing against big money in politics by signing the @americanpromiseusa Candidate Pledge. I have pledged to use my office to advance the 28th Amendment, which will ensure that all Americans are equally represented by our government. American citizens deserve to have their voices heard. #APPIledge #28thAmendment #GetMoneyOut

Local Media: Make your community aware of the issues around big money in politics and your support of a 28th Amendment. Consider sending a press release to local media outlets (find a template at bit.ly/candidate-press-release). Also consider penning an op-ed for the local paper. This is a great way to draw attention to the the issue of big money in politics and your campaign. Feel free to include any of the information on the attached American Promise Candidate Pledge Fact Sheet as you write your piece.

4) Discuss the Pledge on Your Campaign Trail: Getting big money out of politics has broad, cross-partisan support, making it a unifying talking point for your campaign. Here are some brief points to touch on when discussing campaign finance with your constituents.

- More than 80% of Americans want to overturn Citizens United v. FEC to keep big money out of politics.
- The 28th Amendment—collaboratively written by citizen leaders, legal scholars and politicians—will establish fair, free elections in which average citizens have as much say as wealthy groups.
- Asserting citizens' voices in our democracy is essential as we make decisions about important local and national issues. Citizens deserve an equal say in these issues.
- Now is the time for candidates and citizens to demand reform to rebalance our politics and government by putting the rights of individual citizens and the interests of the nation before the privileges of concentrated money, corporations, unions, political parties and superPACs.

