

# MAKING CORRUPTION HISTORY



REPRESENT **US**

# A WINNING PLAN TO FIX THE SYSTEM

**America's political crisis has reached a breaking point.** Extremism, corruption, and gridlock have led to a destabilizing and dangerous 'system failure' that stymies progress on nearly every issue. While our politics spiral out of control, the US is falling behind other nations in education, health, incarceration rates, debt... the list goes on. Commonsense solutions exist, but they are off-limits to politicians trapped within the failing system.

**23 STATE AND LOCAL ANTI-CORRUPTION LAWS WERE PASSED IN 2018—MORE THAN IN ANY OTHER YEAR IN OUR NATION'S HISTORY.**

RepresentUs was founded in 2012 to pass anti-corruption laws that fix the root cause of this crisis. We are leading a movement of independents, progressives, and conservatives that builds on America's long tradition of pursuing federal reform through the states. In 2018, twenty-three transformative anti-corruption laws—from anti-gerrymandering and ranked choice voting to sweeping ethics and transparency reforms—were passed in cities and states: more than in any other year in our nation's history.

And while we're heartened by these victories, we are clear-eyed about the challenges ahead: The cost of elections continues to skyrocket. Seething polarization is turning neighbors into enemies. Government is paralyzed by gridlock and corruption. We cannot depend on politicians to fix the problem, nor can we wait for a natural course correction.

The time is now. We must fix our political system. **Here's how we'll do it, together.**

## REPRESENTUS AT A GLANCE

### OUR VISION

We believe in an America where the government works for you and your family, **not just a handful of billionaires and special interests.**

### OUR MISSION

RepresentUs brings **conservatives and progressives** together to unrig America's political system.

### OUR STRATEGY

Congress won't unrig the system. We will. **Our members are going around Congress** by passing local and state laws that fight corruption and fix our broken elections.

**800K+**  
MEMBERS

**50+**  
VOLUNTEER-LED  
CHAPTERS

**180MIL+**  
SOCIAL MEDIA  
IMPRESSIONS IN 2018

**100+**  
ANTI-CORRUPTION  
WINS SINCE 2012

  
**OUR POLICIES FIX  
AMERICA'S BROKEN  
ELECTIONS AND  
FIGHT CORRUPTION**

  
**WE CONVENE THE  
FIELD'S PREMIER  
ANNUAL GATHERING**

  
**CULTURAL  
COUNCIL**  
**DOZENS OF THE  
BIGGEST NAMES IN  
ARTS & ENTERTAINMENT**

  
**CAMPAIGN  
HUB**  
**WE HELP MORE  
CAMPAIGNS ACHIEVE  
VICTORY**

**23**  
**ANTI-CORRUPTION  
VICTORIES IN 2018**



Photo: Rally to end gerrymandering outside the Supreme Court, 2017

# 2018: MOST. WINS. EVER.

With 23 victories, 2018 was the biggest year in the history of political reform in America. RepresentUs members played leading roles in 10 game-changing wins and supported 13 more:

## UTAH

High-performing digital content and celebrity engagement to pass an anti-gerrymandering initiative

## COLORADO (x2)

Sophisticated digital marketing campaign to pass **two** anti-gerrymandering constitutional amendments for state and Congressional districts

## ALASKA

RepresentUs members led the campaign to pass a sweeping statewide ethics reform law

## NORTH DAKOTA

RepresentUs members led the campaign to pass the nation's strongest-ever statewide transparency law

## MICHIGAN

Crucial early policy and political guidance for an anti-gerrymandering ballot initiative. Our hard-hitting accountability campaign and grassroots pressure prevailed against opposition seeking to knock the measure off the ballot

## MAINE

Celebrity and grassroots engagement and digital support to protect ranked choice voting from repeal

## OHIO

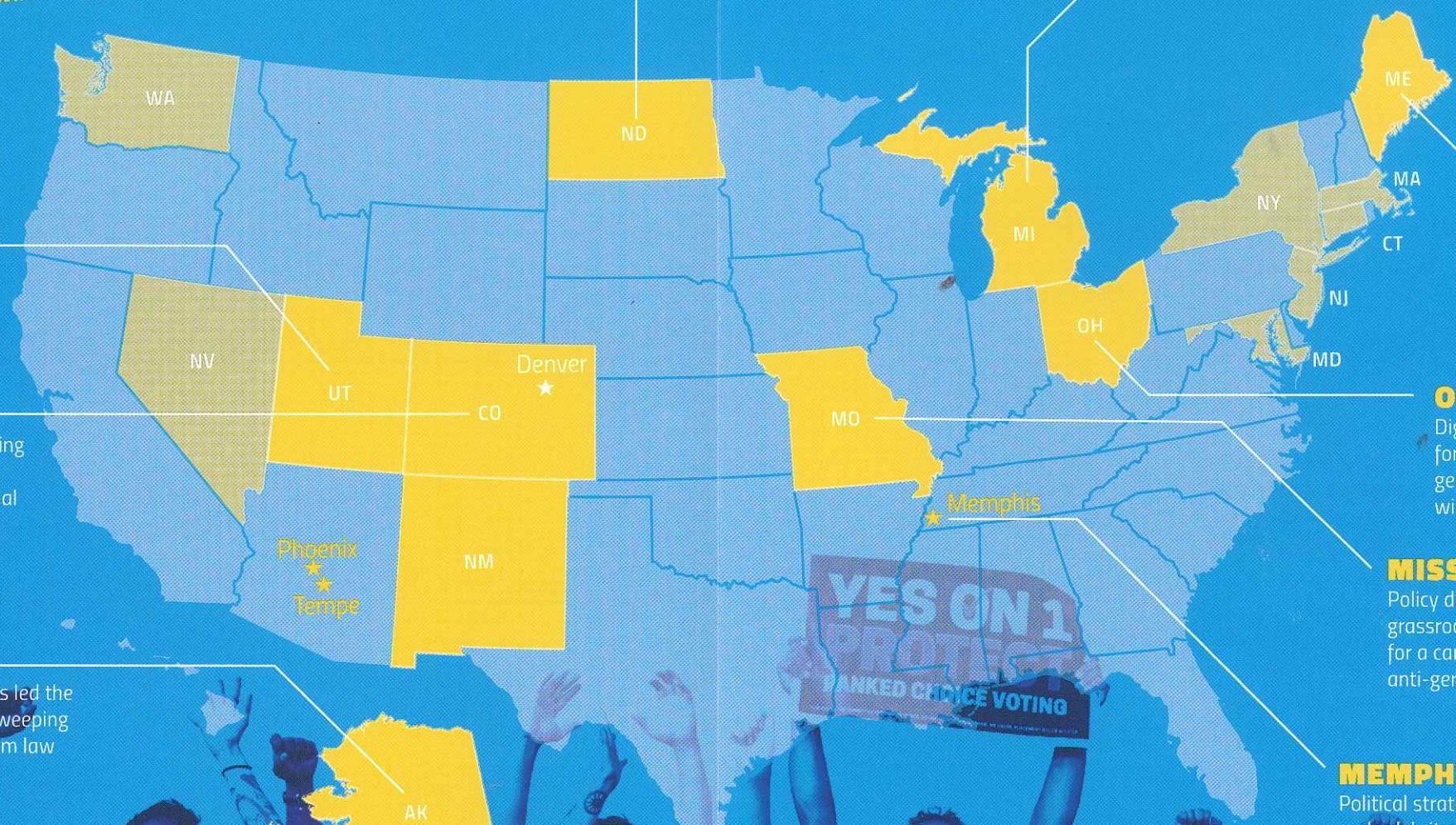
Digital and grassroots support for a coalition passing an anti-gerrymandering ballot measure with bipartisan support

## MISSOURI

Policy design, political strategy, and grassroots and conservative engagement for a campaign finance, transparency, and anti-gerrymandering amendment

## MEMPHIS, TN

Political strategy, graphic design, and celebrity engagement to protect ranked choice voting from a repeal attempted by the City Council



ou  
pick  
oters!



Photo: Victory in Maine after saving ranked choice voting from repeal, 2018

# THE PROBLEM

America's laws are no longer determined by civil discourse, evidence-based policymaking, or the will of the people. Instead, they're written by and for special-interest groups, political extremists, and the biggest spenders.

## CORRUPTION

Special interests wield undue influence in virtually all levels of government. Transparency and ethics laws are weakened and routinely circumvented, allowing the biggest spenders and political insiders to run the show behind closed doors.

## EXTREMISM

Broken election laws promote political extremism and gridlock. They incentivize our leaders not to compromise, even though most Americans want them to advance public-interest outcomes.

## LACK OF COMPETITION

Gerrymandering and our "winner-take-all" voting system deprive voters of real choices and accurate representation. A lack of competition and new ideas reinforces voters' apathy and cynicism about politics.



**IN 2018, SITTING POLITICIANS RAISED \$45,000+ EVERY DAY FOR SIX YEARS TO WIN THE MOST EXPENSIVE SENATE RACES**



**GERRYMANDERING ENSURES THAT 86% OF HOUSE RACES ARE UNCOMPETITIVE**



**THE #1 WORD MILLENNIALS USE TO DESCRIBE AMERICAN POLITICS? CORRUPT**

# THE SOLUTION

We're building a movement of Americans across the political spectrum to pass and protect anti-corruption laws that are both impactful and politically viable.

## FIX BROKEN ELECTIONS

Americans deserve an election system that matches our nation's historic commitment to democratic values. We're working to:

### END GERRYMANDERING

so no political party gains an unfair advantage at the voters' expense.

### ENACT RANKED CHOICE VOTING

so voters can choose the candidates they like best without helping elect those they like least.

### IMPLEMENT AUTOMATIC VOTER REGISTRATION & VOTE FROM HOME

so more people can securely participate and voters don't have to stand in line on Election Day. Instead, they can make informed voting choices from home.

**VOTER POLLING SHOWS 90% SUPPORT ACROSS PARTY LINES FOR ANTI-CORRUPTION ACTS**



## FIGHT CORRUPTION

By implementing strong ethics laws and creating a campaign finance system that increases the power of small-dollar donors, we ensure politicians represent their constituents, rather than special interests. We lead and support campaigns for policies that:

### CHANGE HOW ELECTIONS ARE FUNDED

to increase the power of small-dollar donors, so their voices aren't drowned out by big money.

### CLOSE THE REVOLVING DOOR

so politicians can't sell their votes for the promise of future lucrative jobs.

### END POLITICAL BRIBERY

by banning lobbyist gifts and donations to politicians.

For more info, visit [represent.us/policy](http://represent.us/policy)

Source: Tulchin Research  
MFour Market Research  
December 2013



Photo: Rally to support winning anti-gerrymandering measures Y & Z in Colorado, 2018

## A PROVEN STRATEGY

Our grassroots, state-and-local political strategy has worked throughout American history. A Bloomberg News study looking at women's right to vote, marriage equality, prohibition, and other issues concluded that throughout US history, **"a key event—often a court decision or a grassroots campaign reaching maturity—triggers a rush of state activity that ultimately leads to a change in federal law."**

It's not about how you feel about these issues. It's about learning from their success.

With each victory, we:

### CLEAN UP STATE AND LOCAL POLITICS

We transform structural incentives, restoring integrity and disrupting the establishment.

### PROVE THAT CHANGE IS POSSIBLE

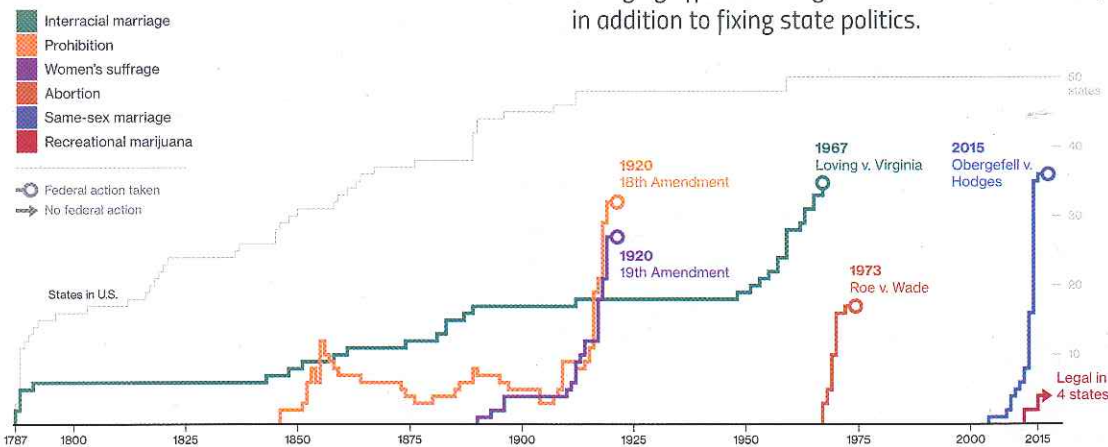
We show a cynical public and press that fixing the political system isn't just possible—it's happening now. This newfound hope is attracting the support of millions of Americans.

### CHANGE CONGRESS

Election law is determined by the states, so election reforms directly fix how politicians are elected in that state, including federal races. In just a few election cycles, our reforms will have a game-changing effect on Congress and the White House, in addition to fixing state politics.

#### Tracking the Pace of Social Change

Number of states that have removed a ban, by year (Prohibition shows the number of states that enacted)



To see this study in full, go to [bloomberg.com/graphics/2015-pace-of-social-change](http://bloomberg.com/graphics/2015-pace-of-social-change)

## WHAT WE DO

### 1) LEAD CAMPAIGNS

In some places, we lead local and state campaigns—lobbying or ballot initiatives—to pass and protect anti-corruption laws.

### 2) SUPPORT CAMPAIGNS

When we don't lead, we support campaigns with high-impact potential through our Campaign Hub.

### 3) BUILD THE MOVEMENT

We have 800,000 members; the largest social media assets in the reform field; and an A-list team of Hollywood, academic, and corporate leaders. We annually convene Unrig Summit.

## CAMPAIGN HUB

Anti-corruption campaigns have recently emerged in cities and states across the country. Most need significant support—and not just money. In response, we launched the "Campaign Hub" in 2018. It provides six essential assets to these campaigns:

### 1) GRASSROOTS ENGAGEMENT

### 2) MODERATE & CONSERVATIVE SUPPORT

### 3) POLICY DESIGN & POLITICAL STRATEGY

### 4) CELEBRITY ENGAGEMENT

### 5) CREATIVE DIGITAL MEDIA & AMPLIFICATION

### 6) HITTING BACK AGAINST OPPOSITION

## UNRIG SUMMIT

In 2018, we brought 1,500 people from all 50 states together to supercharge the national anti-corruption movement. Unrig Summit is the movement's biggest convening, with a focus on solutions, not problems. Political reformers from the right and left put country over party to celebrate their victories and create the next round of reform campaigns.

Unrig 2018 presenters included Jennifer Lawrence, Professors Lawrence Lessig and Michael Porter, Former State Senator Nina Turner, and US Representatives Mike Gallagher (R-WI) and Tulsi Gabbard (D-HI).

See [unrigsummit.com](http://unrigsummit.com) for information on the next summit.



Photo: HoneyHoney at Unrig Summit 2018

# MEMBER SPOTLIGHT

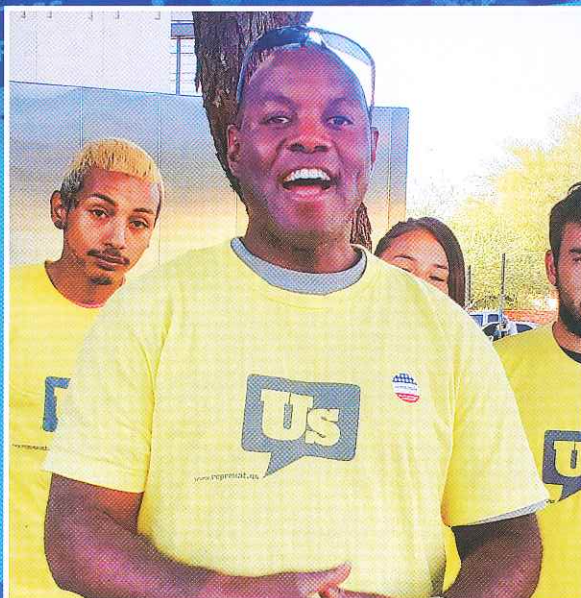
## ABOUT US



### MEET THE BADASS GRANDMAS

Dina Butcher (a Republican) and Ellen Chaffee (an Independent), two self-styled "Badass Grandmas," joined forces in North Dakota to win the strongest transparency law in America. North Dakota was one of only seven states without an ethics commission, famous for its lack of transparency and accountability.

RepresentUs members Dina and Ellen led a right-left coalition to pass the North Dakota Anti-Corruption Amendment, which bans gifts from lobbyists to politicians, creates an independent and nonpartisan ethics commission, and closes the revolving door between government and the lobbying industry.



### THE MAN TAKING ON CORRUPTION IN ARIZONA

In Arizona, PACs can spend millions of dollars in secret. Represent Phoenix Chapter Leader Carl Parrish worked closely with a local coalition to pass Proposition 419 in Phoenix in November 2018.

The measure, modeled after a successful campaign finance measure that passed in Tempe, AZ, requires any person or group to disclose the true sources of any campaign donations they receive valued at more than \$1,000—a victory for campaign finance reform.



Photo: K Street 5K, 2013

**We're not your average political nonprofit. We aren't located in Washington, D.C. We have staff and volunteers all around the country—progressives and conservatives.**

We made our mark in 2012 by bringing together Tea Party activists and the local chapter of the League of Women Voters to pass a comprehensive Anti-Corruption Act in Tallahassee, FL. Since then, we've won over a hundred anti-corruption resolutions and laws in communities across the nation.

Today, we're America's leading right-left anti-corruption organization. RepresentUs' right-left leadership team combines 21st-century political tactics with brand-building expertise. Our board is made of tech entrepreneurs, marketing experts, celebrities, and renowned business leaders. Our Cultural Council brings together some of the biggest names in the worlds of Hollywood, music, and art, including Kerry Washington, J.J. Abrams, Michael Douglas, and dozens more.

We're funded by more than 60,000 grassroots donors, philanthropists, and charitable foundations, with over 800,000 members. We're comprised of two nonpartisan, nonprofit organizations: a 501(c)(3) and a 501(c)(4).



Rally for winning anti-corruption Measure 1 in North Dakota, 2018

# THE TIME IS NOW

Imagine a nation where politicians put country over party;

Where decisions are made for the greater good, not the benefit of political donors;

Where talent and a passion for public service count for more than the size of a candidate's war chest;

Where civility and compromise are rewarded, not punished.

This is the future we believe in, and we have a winning plan to get there. For the first time in decades, overwhelming percentages of Americans are aware of the problem and eager for reform. With your support, we can, and will, prevail.

**Your partnership with RepresentUs isn't charity—it's a critical investment in the future of America, and the key to making progress on every other issue you care about.**

For more information, contact Executive Director Josh Silver: [jsilver@represent.us](mailto:jsilver@represent.us) (413) 333-5621

## INVEST IN AMERICA'S FUTURE



### THE COMMON WEALTH

The Common Wealth is our monthly online giving program. Donors generously give what they can—even a dollar a month—to support on-the-ground anti-corruption work. We direct 100% of all funds raised through The Common Wealth to the field, not our overhead. Join by visiting [represent.us/commonwealth](http://represent.us/commonwealth).



### THE FOUNDING FAMILY

The Founding Family makes our operation possible by covering the unsexy-but-essential costs of doing business: salaries, office space, healthcare, and more. Founding Family members commit to making gifts of at least \$50,000 a year for three years, knowing their support enables money raised through The Common Wealth to be spent on the work small-dollar donors care about most. If you're interested in joining The Founding Family, please contact our Executive Director, Josh Silver.

### 501c3

**RepresentUs Education Fund**  
Contributions are tax-deductible to the extent permitted by law.  
Tax ID: 26-3088283

[represent.us/donatec3](http://represent.us/donatec3)

### 501c4

**RepresentUs**  
Contributions are not tax-deductible.  
Tax ID: 26-2369596

[represent.us/donate](http://represent.us/donate)

For gifts of stock, wire transfer, or other ways to give, email [donate@represent.us](mailto:donate@represent.us)



Photo: Representation Day, Harrisburg, PA, 2018