

***Digital Direct To Candidate Giving Accelerates in Q4 to more than \$52 Million in 2023***  
*Weekly Average Giving Volume Exceeds \$1,000,000 for the Year*

Washington, DC - January 16, 2024 - Through December 31, 2023, \$52,214,723 was contributed cycle to date by individuals using Democracy Engine's digital direct giving tools; of that, \$28,989,539 was contributed directly to the re-election committees, or committees to seek higher federal office, of current members of Congress selected by Democracy Engine's clients.<sup>1</sup> Clients raised funds for Democrat, Republican, and Independent members.

Prior approval and restricted class rules are not relevant to a typical Democracy Engine PAC-client program, per [FEC Advisory Opinion 2022-03](#).

"Our clients have been able to achieve these results because they have embraced a new approach to political giving. Every practitioner knows there is tremendous potential beyond the restricted class and the prior approval wall. Democracy Engine was built to capture that potential and allow an organization to get credit for every penny" said Jonathan Zucker, CEO of Democracy Engine and former CEO of ActBlue.

"In the 2022 cycle, our clients raised over \$83 million dollars for their preferred candidates and committees and they should substantially exceed that total this cycle," continued Zucker.

"As federal PACs continue to be disadvantaged by frozen PAC contribution limits, Democracy Engine's PAC clients are gaining a competitive advantage by quickly and efficiently raising more hard money via a much larger class of donors." said Eric Lundberg, Senior Advisor at Democracy Engine.

As a non-partisan political payment processor and the leading provider of digital direct to candidate giving technology, Democracy Engine equips PACs, organizations, and fundraising networks to solicit hard dollar contributions from anyone (major donors to the general public) made directly to the PAC or organization's preferred candidates, committees, or causes.

For each distributed contribution, Democracy Engine provided the receiving committee with all FEC required compliance data as well as data identifying the Democracy Engine client associated with the contributor.

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<sup>1</sup> The total funds raised for "current members" includes members who have announced their retirement or resigned during the current cycle as well as their replacements.

Also, for each distributed contribution to one of the four congressional campaign committees, Democracy Engine clients had the option to supplement the compliance data with an incumbent lawmaker to whom the donor attributed the contribution for dues tracking purposes.

Democracy Engine's client PACs have access to a real-time dashboard providing to-the-penny insight into how much was contributed by which donor through which solicitation webpage to which candidate as well as all attribution data.

Client PACs are able to download their data to utilize for reporting, solicitation management, and other purposes.

In the 2022 cycle, Democracy Engine's clients used the platform to raise over \$83 million by engaging grassroots stakeholders, major donors, and the general public without the encumbrance of prior approval or restricted class requirements.

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If you would like to learn more about digital direct to candidate giving or to schedule an interview with Jonathan Zucker, please contact Eric Lundberg at [elundberg@democracyengine.com](mailto:elundberg@democracyengine.com).

More information about Democracy Engine is available at [www.democracyengine.com](http://www.democracyengine.com)