

***Digital Direct Giving Surpasses \$104 Million For The 2024 Cycle***  
*Weekly Online Direct Giving Exceeds \$1.3M Per Week Every Week*  
*Direct Giving Is A Key Takeaway From the 2024 Cycle*

**Press Release**

Washington, DC - June 25, 2024 - Through June 20, 2024, individuals and PACs using Democracy Engine's digital direct giving tools have contributed \$104,872,349.70; of that, \$50,259,895 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 Democrats, Republicans, and Independents.

"As PACs continue to be constrained by frozen contribution limits, restricted class rules and prior authorization requirements, direct giving is proving itself a high-impact strategy to increase fundraising results and create operational efficiencies," said Jonathan Zucker, CEO of Democracy Engine and former CEO of ActBlue.

"For the entire 2022 cycle, Democracy Engine clients raised over \$83 million dollars. They raised over \$50 million dollars in 2023. Now, in less than the first 6 months of 2024, they have already raised over \$54 million dollars. We fully expect our clients' success to accelerate into the 2026 cycle," continued Zucker.

"An effective direct giving program is the new minimum requirement for PAC programs that expect to impact policy making. The data is unmistakably clear: direct giving works, and it elevates PAC practitioners, their lobbyists, and their organization's political brand in the eyes of policymakers, candidates, committees, and other key audiences" said Eric Lundberg, Senior Advisor at Democracy Engine.

"As the 2024 cycle heats up, sophisticated PACs are already looking towards the next Congress, where key issues, including federal tax reform, will dominate the debate. Our clients are already designing their direct giving programs, building out their donor networks, and testing messaging. Democracy Engine clients will be exceedingly well-positioned to engage the next Congress, irrespective of which party controls which chamber of Congress or the White House." continued Lundberg.

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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)

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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.