

FOR OUR FREEDOM CAMPAIGN

SECURING A CONSTITUTIONAL AMENDMENT TO REDUCE THE INFLUENCE OF MONEY IN POLITICS



American Promise is launching a new capital campaign to accelerate ratification of the For Our Freedom Amendment, a constitutional measure restoring Americans' ability to regulate the influence of money in national, state and local elections. When enacted, the amendment will bring newfound accountability to the political process; promote free competition in both elections and business; incentivize elected representatives to serve constituents rather than big donors; halt the ongoing race to the fringe and the collapse of civic trust; and promote good faith problem-solving over performative gamesmanship.

We are the only organization devoted to true systems change to address the crisis of money in politics. Since 2016, American Promise has worked across traditional partisan battle lines to unite Americans behind constitutional reform. Over the years, we've developed a proven ratification strategy that can scale across the country — and appeal to Republicans, Democrats and Independents. We are a high-performing, high-accountability organization led by an experienced management cohort. We possess deep expertise in law, electoral politics, mass communications and coalition-building — and we know how to win. A constitutional amendment solution is supported by 80% of Americans, 23 states and more than 200 members of Congress.

The For Our Freedom Amendment offers a permanent solution to this constitutional crisis. Our strategy to ratify the amendment will require \$100 million between 2025 and 2029, and we invite fellow citizens to help advance this historic endeavor. We are seeking investments, which would allow us to expand our presence in more states, win supermajority support in Congress, launch a state-of-the-art communications effort — and ensure rapid ratification of the For Our Freedom Amendment by the end of the decade.

Our Cause: Government by the People, for the People

The 2024 election was the most expensive of all time. Total spending exceeded \$20 billion, a three-fold increase over 2008. The top 100 individual donors gave almost 15% of all money in the 2024 election. Never have so few people possessed so much influence over our elections — and our elected officials.

For generations, the United States maintained commonsense laws that curtailed everyday forms of corruption. For 200 years, the First Amendment was entirely compatible with guardrails on how money was used in the political system. But over the past 50 years, a small circle of elite lawyers chipped away at those safeguards, one lawsuit at a time. Today, the Supreme Court maintains a radical posture: Political spending, no matter how extravagant, is free speech. This has led to an unprecedented consolidation of power among the elite. Americans are powerless to protect their own voices, elections and representation.

**“
It is time to accept the historical gravity of our situation. It is time for Americans of all political viewpoints to come together to win the For Our Freedom Amendment.”**

DORIS KEARNS
GOODWIN
Pulitzer Prize-winning
historian
Member, American Promise
Advisory Council

Our Solution: The For Our Freedom Amendment

A constitutional crisis demands a constitutional solution — the courts have already demonstrated that anything short of systems-level change will not stand. American Promise is the only organization offering a permanent solution: a simple, non-partisan amendment that would permit state and federal lawmakers to enact reasonable laws around money in elections. Recently, our polling shows that more than 82% of Americans regard the influence of money in elections as a top threat to American democracy, and 77% of voters support the For Our Freedom Amendment to fix it. Most significantly, support is virtually identical among Democrats, Republicans and Independents. Solving this problem would have profound effects on the health of our democracy.

Polling data from Citizens Data National Poll October 2024

THE FOR OUR FREEDOM AMENDMENT

SECTION 1. We the People have compelling sovereign interests in the freedom of speech, representative self-government, federalism, the integrity of the electoral process, and the political equality of natural persons.

SECTION 2. Nothing in this Constitution shall be construed to forbid Congress or the States, within their respective jurisdictions, from reasonably regulating and limiting contributions and spending in campaigns, elections, or ballot measures.

SECTION 3. Congress and the States shall have the power to implement and enforce this article by appropriate legislation and may distinguish between natural persons and artificial entities, including by prohibiting artificial entities from raising and spending money in campaigns, elections, or ballot measures.

Post-Amendment Outcomes

► CIVIC TRUST RISES

The obvious influence of money in our political system is fueling an epidemic of cynicism, apathy and rage. Four in five Americans now believe that big donors and lobbyists have too much influence over lawmakers. A government cannot endure without the faith of the governed.

► INCUMBENTS FOCUS ON PROBLEM SOLVING

Members of Congress spend up to 70% of their time fundraising. Super PAC campaigns spill into attempts to govern. In the post-amendment era, lawmakers will have the freedom to focus on solving problems, rather than catering to dark money groups and powerful interests. The amendment shifts incentives and attention from national donors to local constituents and interests. Our amendment will free up time to engage with constituents, leading to more responsive policymaking and more engaged voters.

► ENHANCES NATIONAL SECURITY

Foreign entities are exploiting the Supreme Court's elimination of constitutional safeguards to tamper with our elections and shape public opinion. The amendment would empower lawmakers to immediately outlaw these practices.

► BROADENS CANDIDATE REACH AND IMPROVES QUALITY

The current system filters out the best candidates in favor of those who can “self-fund,” have a wealthy benefactor, or play to the mob and the extremes. When campaigns are less expensive, we can expect more diverse — and higher-quality — candidates to emerge victorious in primaries.

► BASED ON FEDERALISM

The For Our Freedom Amendment does not prescribe any one solution, nor does it impose any national mandate. Instead, it gives states latitude to experiment with new policies and decide what works best for them.

► LESS DIVISIVE RHETORIC

Malicious advertising is overwhelmingly financed by dark money groups. Reining in that spending means less divisive rhetoric — and less polarization.

► FREE MARKETS

Businesses that can't compete pay for government favors. Good businesses are threatened and extorted for contributions. The amendment allows a level playing field so business can focus on business and innovations can thrive.

Our 50-State Strategy

Over the past eight years, American Promise has developed, field-tested and refined a 360° strategy for ratification. We maintain an active presence on Capitol Hill, making the case that our amendment will empower members of Congress to legislate and promote long-term stability. We also work with media and other key thought leaders to advance the national conversation around money in politics. But we devote most of our resources to individual states, and the reason is twofold. First, by building a state-level coalition of officials and constituents, we exert upward pressure on federal lawmakers from those states, making them more likely to support the amendment during a floor vote. And second, once we secure enough state-level support, we can advance a pro-amendment resolution through the state legislature — so when it's time for states to vote on the matter, we can drive toward rapid ratification.

In every state, we operate under the same core principles:

- 1 Research.** Before we invest a single dollar into a new effort, we always start with an in-depth analysis. How can we localize the issue, making it feel as salient as possible to state residents and legislators? What existing controversies, campaigns or networks can we leverage? How can we use state-level officials to exert pressure on federal representatives, and vice versa?
- 2 Develop and execute a comprehensive plan.** We establish our long-term goals and timelines, then identify the incremental benchmarks required to achieve them. We decide whether we'll need a larger in-state team, or if a focused government affairs push will be sufficient. We identify key power brokers that could make or break our effort. We survey the horizon for any legislative landmines (e.g., big budget showdowns) that could delay our efforts, then we develop a sensible timeline.
- 3 Build a strong foundation.** Wherever possible, we avoid building from zero. In addition to hiring our own staff, we also partner with leaders and local organizations that will accelerate in-state adoption. Then, we expand through public events, local media, and endorsements from key local civic leaders and influential organizations.
- 4 Work with intention.** The right message from the right messenger must reach the right recipient to build bipartisan consensus and move the needle on support.
- 5 Confirm support in writing.** We persuade individual politicians — at both the state and federal level — to sign a candidate pledge, publicly affirming that they'll advance the For Our Freedom Amendment while in office. Once we reach critical mass in any given legislature, we work to advance a legislative resolution or ballot initiative in favor of the amendment.
- 6 Integrate our state and federal strategies.** Our congressional support is bolstered by our in-state successes, and our state-level priority-setting is informed by the dynamics of states' congressional delegations.

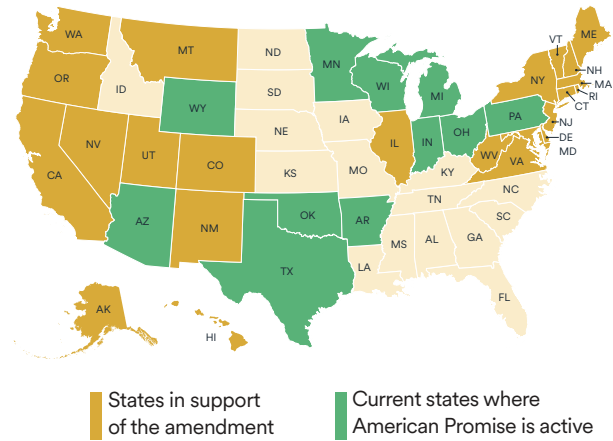
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The unrelenting flow of money into our elections is threatening the conservative values we hold dear, among which are local control and representative self-government. There is too much political power in the hands of a few people, who are often out-of-state billionaires funneling their money through dark money special interest groups and shell corporations. Passing an amendment to the U.S. Constitution, such as the For Our Freedom Amendment championed by American Promise, puts the power back where it belongs: with the states. State legislatures know best how to set reasonable limits on campaign and election spending, and to stop the corruption that flows from that money.”

WYOMING STATE
REP. ANDREW BYRON
(Republican)

Our Winning Record

Between 2016 and 2020, we raised \$7 million to demonstrate proof of concept in four states and develop a model that can scale. From 2021 to 2024, we raised another \$20 million to build national infrastructure and expand operations to seven more states. **With that initial capital, we moved 23 states into the “ready to ratify” column — including Alaska, Montana and West Virginia.** More than 200 members of Congress support the solution of a constitutional amendment. We are now focused on triggering the “tipping point” that will secure a 2/3 majority in the House of Representatives and Senate.



Our Plan to Win

SECURE

✓ **290**

votes in the House of Representatives

✓ **67**

votes in the Senate by 2027-28

✓ **38**

states ratified by 2028-2029

In the coming years, we will:

- **Expand campaigns** in 7 to 12 states in 2025, then to 30 states in 2027. On average, our state model costs \$500,000 annually.
- **Expand our government affairs team**, win support from key congressional Republicans, and further integrate our state and federal legislative support. We estimate this will cost \$6 million over the next three years.
- **Mobilize voters and lawmakers through targeted and national communications campaigns**, expanded issue research and opinion polling, and thought leadership in local and national media. We estimate this will cost \$10 million, with additional funds required as we get closer to ratification.

Preparing for Expansion

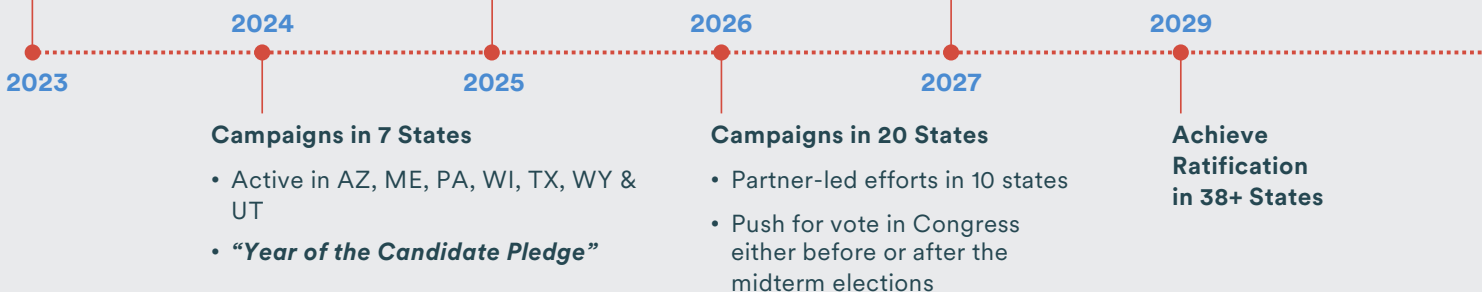
- Hired state managers for AZ, ME, PA, & WI
- Conducted polling to determine priority states for 2024
- Hired a director of congressional affairs & 2 directors of state campaigns

Campaigns in 12 States

- New hires including additional states director and national coalitions position
- Drive for legislative resolutions

Vote in Congress + Ratification Push in States

- American Promise-staffed campaigns in 30 states
- Partner-led efforts in 20 states
- Hire one more state director (4 total)



Our Invitation to You

This is our moment. Americans recognize the problem and overwhelmingly support our solution. American Promise is uniquely positioned to unite citizens and move our country past the dysfunction and toward a strong, high-functioning country and political system. **We have the opportunity to make history together, and we would welcome your investment in this urgent and timely cause.**

We look forward to talking with you.

Appendix: Financial Statements

EXPENDITURES 2025-2028: ESTIMATED \$100M

	2023	2024	2025	2026	2027	2028
Programs, Campaigns and Communications	\$3	\$5	\$14	\$18	\$25	\$25
Operations	\$1	\$2	\$2	\$3	\$3	\$3
Development	<\$1	\$1	\$1	\$2	\$2	\$2
TOTAL	\$4	\$8	\$17	\$23	\$30	\$30

..... \$100M

American Promise comprises two organizations, a 501(c)(3) non-profit organization and a 501(c)(4) organization. Investments can include tax-advantaged transfers of appreciated assets, and if donating to our 501(c)(3), Donor Advised Funds and Foundations. To further the success of our mission, American Promise discloses the source of all donations in our Annual Reports.

Audited Financial Statements and further details are available upon request.

Our Team: Accountable and Battle-Tested

Since 2016, American Promise has been working to end the crisis of money in politics. Our team has always transcended party affiliation, and we have staff, board members, advisors and donors from across the political spectrum. In addition, we possess the expertise — in law and politics, communications and coalition-building — required to build nationwide support for ratifying the For Our Freedom Amendment.

LEADERSHIP TEAM



JEFF CLEMENTS
Co-Founder & CEO

veteran attorney

Partner at large Boston law firm, Assistant Attorney General, Author & Investor



ANASTASIA KHOO
President

social change leader

Former senior staff and advisor at Conservation International and Human Rights Campaign



BRIAN BOYLE
Chief Program Officer & General Counsel

seasoned litigator

WilmerHale attorney, business leader, & Selectman, Town of Bolton (MA)



JOHN WASS
Co-Founder & Board Chair

serial entrepreneur

Fortune 500 executive and founder of Profit Isle, Wave Mark, and Swift Rivers

SELECTED BOARD & ADVISORY COUNCIL MEMBERS

Rebecca Henderson
Professor, Harvard Business School

Maureen Kline
Pirelli Tire North America

Doris Kearns Goodwin
Historian

Lisa Lewin
Partner, Primary Venture Partners

Manu Meel
Founder and CEO, BridgeUSA

Hon. James Nelson
Montana Supreme Court

Admiral William Owens
Fmr. Vice Chair Joint Chiefs of Staff

Matt Patsky
CEO Trillium Asset Management

David Trahan
Fmr. State Senator, Sportsman's Alliance of Maine

Jim Rubens
Former Republican State Senator

Col. Lawrence Wilkerson
Fmr. Chief of Staff Gen. Colin Powell

Debra Winger
Actress and Producer

“ American Promise has done extraordinary work on this issue... I love this organization, and I cannot wait to remain involved in the future.”

U.S. REP. DEAN PHILLIPS
(Democrat, Minnesota)