

Stu Trevelyan, CEO, EveryAction
Andrew Sillitoe, Co-CEO, Apax Partners
Mitch Truwit, Co-CEO, Apax Partners

Dear Stu, Andrew and Mitch,

Congratulations on the recent merger between EveryAction, Social Solutions and CyberGrants. You have aggregated a truly impressive suite of tools used by Democratic political campaigns, nonprofit organizations and left-of-center Political Action Committees to reach their supporters and mobilize them to donate and get involved in the political process.

As you noted in your [press release](#), the recent acquisition and merger represents the largest M&A transaction in the history of the social good software sector. And as Bloomberg News [detailed](#), the combined new company “will have a network of 650,000 non-profits, half the Fortune 500, and over 38 million donors and volunteers.”

The concentration of such a tremendous customer base and user base gives your company unprecedented power to shape the future of Democratic and nonprofit fundraising, email advocacy, supporter engagement, and more.

We write to you today as digital practitioners, technologists, campaign professionals and nonprofit leaders because we believe that with great power comes great responsibility.

Specifically, we believe that your company has a profound responsibility to play a leadership role in pushing the digital fundraising industry in more ethical and sustainable directions. Further, as a company whose customers are heavily reliant on the continued viability of email fundraising, we believe that playing such a leadership role is in your long-term financial interests.

Yet sadly, as it stands today, EveryAction is not playing that role. In fact, while a vast majority of your company’s customers use your tools responsibly, your customers also include prolific political spammers and some of the most egregious senders of deceptive political emails in the industry.

As the New York Times’ Shane Goldmacher documented in a heartbreaking June 26 article, [“How Deceptive Campaign Fund-Raising Ensnarers Older People,”](#) older Americans – particularly those 70 and above – are disproportionately victimized by deceptive online fundraising tactics. The tactics identified by Goldmacher include “faux bill notices and official-looking correspondence; bogus offers to match donations and hidden links to unsubscribe; and prechecked boxes that automatically repeat donations.”

ActBlue, another prominent technology vendor serving Democratic campaigns and nonprofits, recently cracked down on deceptive pre-checked recurring donations in response to scrutiny from [state](#) and [federal](#) officials. Yet to our knowledge, EveryAction hasn’t made substantive

changes to its terms of service or enforcement practices in response to the revelations and subsequent scrutiny. And as you're likely aware, EveryAction clients have continued engaging in many of the other tactics outlined by Goldmacher in their efforts to take advantage of senior citizens and other potential donors.

The signatories to this letter play very different roles in the Democratic and progressive ecosystem. Some of us work primarily with campaigns and some of us work with nonprofits. Some of us are your customers and some of us are not. We are united in our concern that the ongoing exploitation of donors represents a threat to email's long-term viability as an effective channel for fundraising and advocacy.

We're writing today to urge you to use your market power for good by taking the following steps:

- 1. Prevent your products from being used to send unsolicited spam emails to individuals who did not sign up to receive emails from the sender.**
- 2. Prevent your products from being used to send misleading donation asks (e.g. bogus matches, deceptive recurring donations) or other intentionally deceptive emails (e.g. emails that mimic appointments, flights, bills or other official correspondence from businesses or government entities).**
- 3. Prohibit bulk emailers who repeatedly violate either of the policies outlined above from continuing to use your products.**
- 4. Publicly commit to doing everything in your power to enforce the three policies outlined above.**
- 5. Publicly commit to ensuring that your products are not used by Republican campaigns or conservative causes.**

Please let us know how you intend to address our concerns.

The full list of signatories to this letter can be found below. Institutional affiliations are included for identification purposes.

Josh Nelson, Co-Founder, The Juggernaut Project
Alex Lawson, Executive Director, Social Security Works
Benjamin Tribbett, President, Pocket Aces Consulting
Beth Becker, Founder, Becker Digital Strategies
Billy Ireland, Associate Strategist, Blue State
Brad Caldana, President, Center for Digital Strategy
Caleb-Michael Files, Principal, General Strike Creative
Charles Amuzie, Digital Director, Color Of Change
Charles Chamberlain, Chair, Democracy for America

Danielle Ohlemacher, Digital Strategist, Avow
David Karpf, Associate Professor, George Washington University
David Swanson, Campaign Coordinator, RootsAction.org / Action for a Progressive Future
Doug Foote, Owner, Footprint Campaigns
Drew Hudson, Founder, 198 methods
Elana Levin, Co-Founder, Organizing 2.0
Emmet Gustafson, Partner, Fwd People
Ethan Mellin, Senior Media Strategist, Blue State
Evan Sutton, Founder, Firekit Campaigns
Gabby Greenberg, Strategist, Blue State
Jack Mumby, Digital Director, Common Cause
Jamie Fullerton, Principal Strategist, NewWave Strategies
Jeff Gang
Jesse Littlewood, Vice President for Campaigns, Common Cause
Jiffar Abakoyas, Analyst, Blue State
Jim Pugh, CEO, ShareProgress
Jo Miles, Principal, Jo Miles Digital
Jordan Krueger CEO & Founder, CampaignHelp
Jose Martinez-Diaz, Engagement Director, Greenpeace USA
Josh Levinger, Founder, OpenSourceActivism.tech
Kaitlin Juleus, Blue State
Kari Chisholm, President, Mandate Media
Laura Packard, Partner, PowerThru LLC
Mark Hefflinger, Communications & Digital Director, Bold Alliance
Matt Ranalletta, Analyst, Blue State
Michael Phelan, Strategy & Hustle
Murshed Zaheed, Principal, Clarify Agency
Nick Guthman, Co-Executive Director, Blue Future
Nicole Regalado
Olivia Chow, Vice President of Digital Strategy, FOGLAMP Digital
Progressive Change Campaign Committee
Pulin Modi
RL Miller, President, Climate Hawks Vote
Rosemari Ochoa, Founder, Rosemari Ochoa LLC
Shayna Lewis, Digital Campaigns Director, Win Without War
Stephen Miles, Executive Director, Win Without War
Stuart Perelmuter, Founder/President, OD Action,
Toby Fallsgraff, Formerly Obama for America, Organizing for Action, Hillary for America, M+R,
and Do Big Things
Will Bunnett, Principal, Clarify Agency
Will Easton, Lead, Fundraising & Email Strategy, Mozilla Foundation
William Urquhart, Urquhart Audiovisuals