

# *Open & Accountable Elections*



Millions

# It now costs \$1 billion to run for US President

\$1,200

\$1,000

\$800

\$600

\$400

\$200

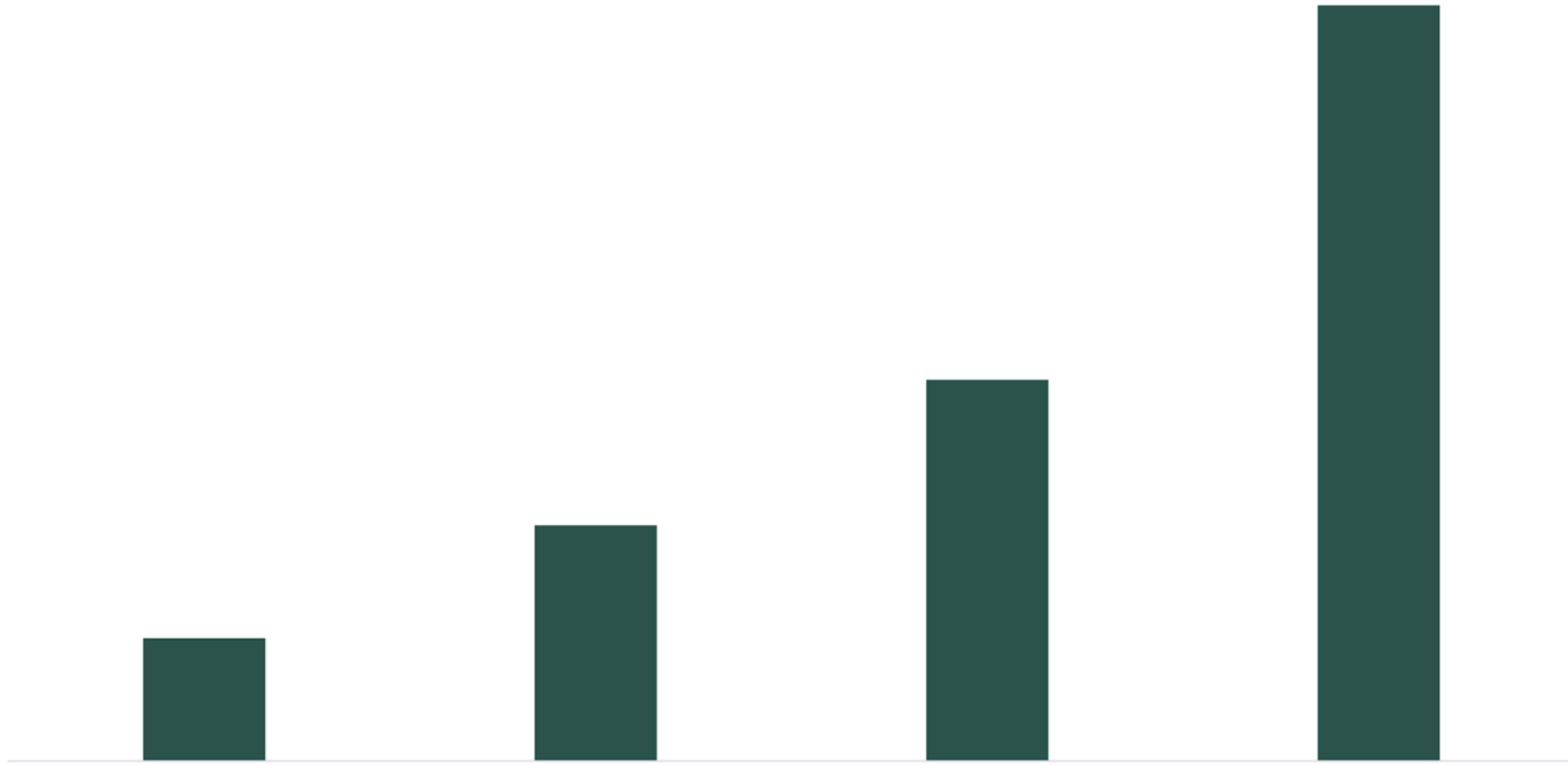
\$-

2000

2004

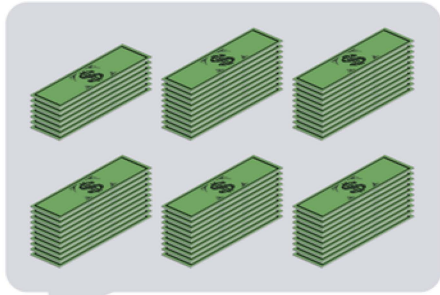
2008

2012

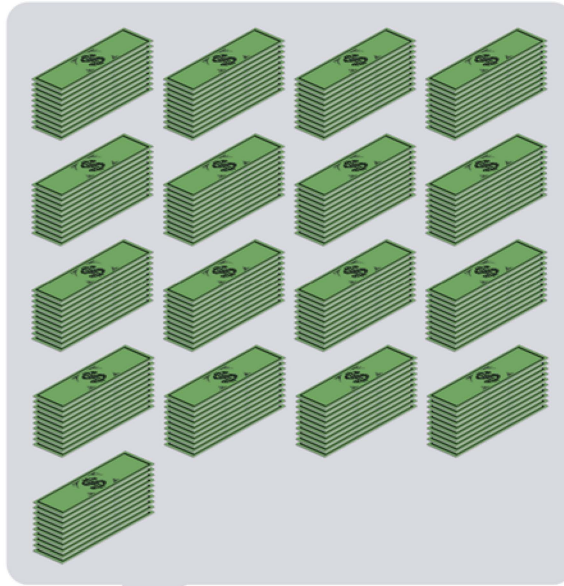


# Big donors drown out small donors in Portland elections.

At least 6,000 small donors gave \$570,000.




Just 600 big donors gave \$1.7 million.



## 600 donors gave 60%

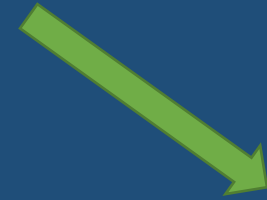
\*Small donors gave \$250 or less. Big donors gave \$1,000 or more. All data for 2012.

 = Approx. 100 donors

 = \$10,000

# Small-donor matching program

- **Voluntary**
- **Places cap on allowable donations**
- **Supplements small donations**



**\$250**

**6 to 1**

*Match up to \$50*



**\$50**



**\$350**

# *How to participate?*

**File for office by petition**

**Public Finance Candidate**

**Campaign account**

**Accept allowable donations**



# Thresholds for participation

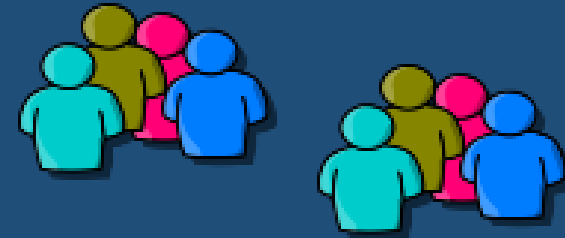
Commissioner seat

250 individuals



Total = \$2,500

Mayor's seat  
500 individuals



Total = \$5,000

*Participating candidates may only accept contributions from individuals*

\$5,000





# *In-kinds*



\$20k



\$20k

# Contribution Limits

**Commissioner seat**  
**\$550,000**

**Primary**  
**\$250,000**

**General**  
**\$300,000**



**Mayor's seat**  
**\$950,000**

**Primary**  
**\$380,000**

**General**  
**\$570,000**

# Transparency & Accountability



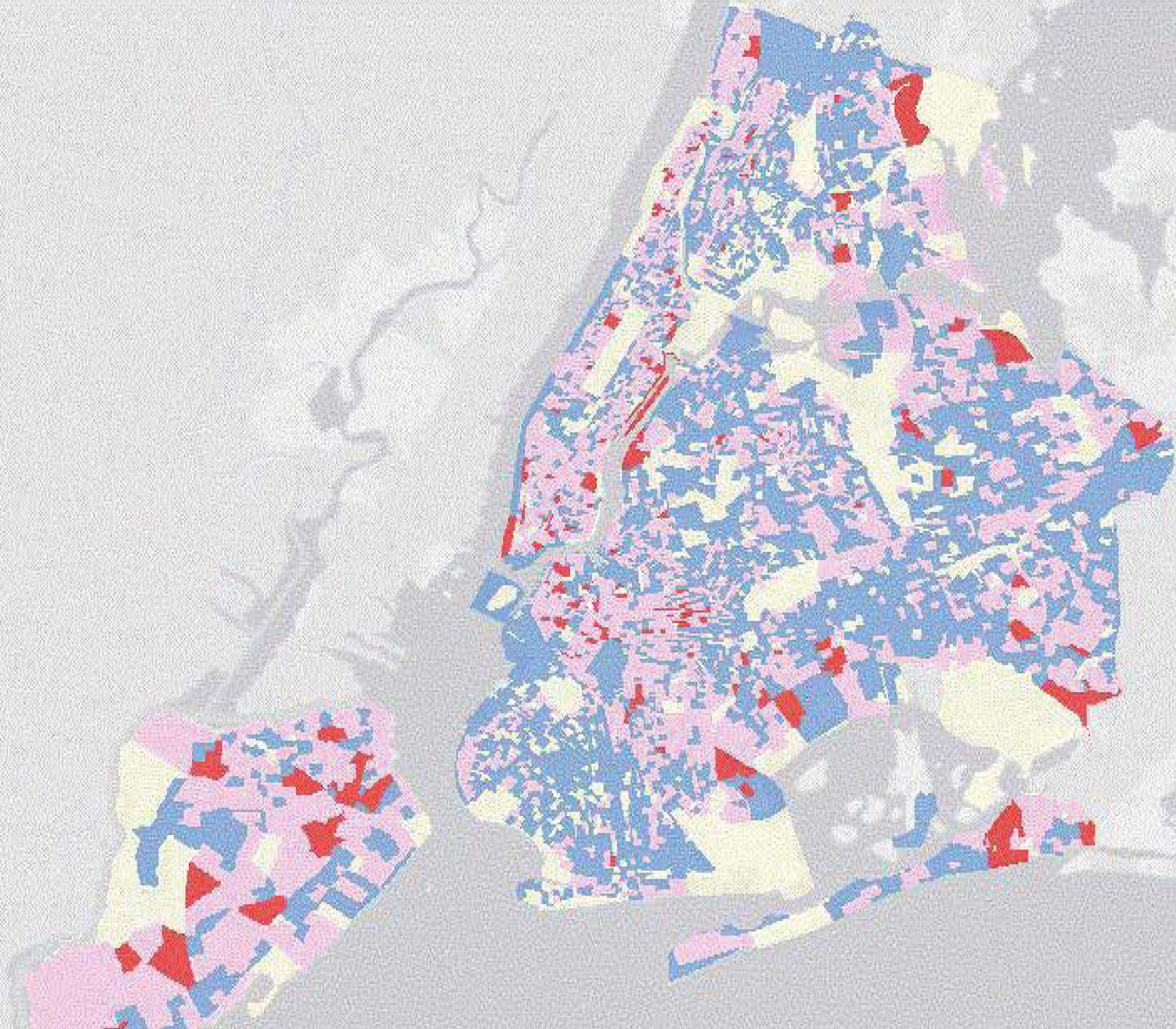
Safeguard  
public dollars



Program  
improvement

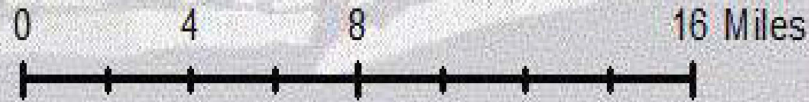
Make  
recommendations





**Legend**  
**New York City Council 2009**  
**Donors Under \$175**

Yellow	0
Blue	1 - 5
Pink	6 - 25
Red	26 - 191





# Benefits of Small Donor Matching Program

Empowerment of small donors

Reducing big donations

Empowerment of candidates

Ability to be competitive

Public dollars are used wisely

