



STATE-LEVEL POLITICAL SPENDING

TL;DR—in New Jersey and Virginia only, political spending through Indivisible's distributed fundraising program in 2019 is permitted for INDEPENDENT EXPENDITURES on STATE ELECTIONS, but requires pre-approval which can be submitted [here](#).

I. Summary

In 2018, organizers and groups in the distributed fundraising program voiced their concerns about not being able to use funds that they raised towards political spending at the state and local level. To improve the functionality and usefulness of the program, coupled with Indivisible's increased priority on state and local activism, we are going to support state-level political spending in New Jersey and Virginia in 2019 to determine if it is possible to scale for 2020.

As with any political spending through the distributed fundraising program, all spending requests must be pre-approved. The state political spending pre-approval form can be found [here](#).

II. What counts as political spending?

Partisan political spending includes any activity conducted to influence an election. For example, ads that explicitly seek to support or oppose a candidate for public office, or voter outreach that explicitly supports or opposes a candidate. You may notice a theme here: supporting or opposing a candidate for public office. Supporting a specific party in an election, even without focusing on an individual candidate, may also be considered partisan political activity. Partisan political activity will often trigger campaign finance obligations (i.e., reporting), which is why you must seek pre-approval for that spending. Indivisible will use the info you provide using the pre-approval form to file campaign finance reports as necessary with the relevant state election commission. Sometimes this reporting must happen within 48 hours of an expenditure, so it is important that you seek pre-approval as early as possible.



III. Political spending with this card must be independent, and direct contributions to campaigns are prohibited.

This card cannot be used to make direct financial contributions or offer other direct financial support to a candidate, political party, or PAC. This includes spending that is done in coordination with candidates, political parties, or PACs. Spending will be considered coordinated if it is made with knowledge of a campaign or political party's plans, projects, activities, or needs. If you are not sure whether a particular spend would be considered coordinated, please reach out to us as soon as possible.

There are also restrictions on what kind of fundraising requests can be made in relation to political spending. For that reason, it is important that you do not ask people to donate money so that it can be spent on a specific election. If you have specific questions about fundraising language related to elections that you wish to use, please reach out for more guidance.

If you have any questions or need further clarification, please reach out to fundraising@indivisible.org.