

PEOPLE UNITED *for* PRIVACY

# Protect American Giving

Defend Americans' Right to Support Causes They Believe In

**PRIVATELY SUPPORTING CAUSES,** and the organizations advancing those causes, is a fundamental freedom that is protected by the First Amendment. Our Founding Fathers used pen names to encourage independence from England. Nearly 200 years later, the U.S. Supreme Court blocked the state of Alabama from demanding the supporter list of the National Association for the Advancement of Colored People (NAACP), citing concerns about retribution against the group's members and financial backers. Private giving is part of our nation's DNA.

**PROBLEM:** Nationwide there is a push for speech-chilling laws that mandate disclosure of the names and addresses of individuals who have donated to nonprofit groups.

The reason why activists want to see private information about donations to nonprofit organizations is simple: they want to be able to target individuals for their personal beliefs.

Although donors might not experience the type of intense dangers civil rights advocates faced in the mid-20<sup>th</sup> century, people with controversial views still face threats that were originally identified in the Supreme Court's *NAACP v. Alabama* ruling such as "economic reprisal, loss of employment, threat of physical coercion, and other manifestations of public hostility."

**No one deserves to have their private information exposed and to be threatened with harassment or violence because of their opinions.**



Catherine Engelbrecht of Texas was targeted by the IRS, FBI, ATF and OSHA due to work she did exposing voter fraud.



Eriq Johnson, an Oregon Department of Justice attorney, was put on a government watch list because of his support of Black Lives Matter.



Cindy Archer's Wisconsin home was raided because she contributed to an organization that supported union reform.

**EVERY AMERICAN HAS THE RIGHT TO SUPPORT CAUSES HE OR SHE BELIEVES IN WITHOUT FEAR OF HARASSMENT OR INTIMIDATION, AND IT'S UP TO NONPROFIT GROUPS AND POLICYMAKERS TO WORK TOGETHER TO PROTECT THIS RIGHT.**

## ✗ NO TO

- forced donor disclosure for charities.
- collecting and storing non-profit donor information.
- government mandated donor databases.

## ✓ YES TO

- keeping government transparent but people's charitable giving private.
- rooting out corruption and foreign interference in elections without penalizing charitable Americans.
- protecting nonprofits as a shield for people who are uncomfortable speaking publicly about an issue.
- keeping contributions to political campaigns public while keeping donations to causes confidential.

For more information and stories, visit [www.unitedforprivacy.com](http://www.unitedforprivacy.com).

**Americans Support Donor Privacy**

**94% agree** that everyone has the right to support causes they believe in

**8 out of 10** Americans agree that it is a RIGHT to keep donations private

Heart + Mind Strategies survey conducted November 9, 2018

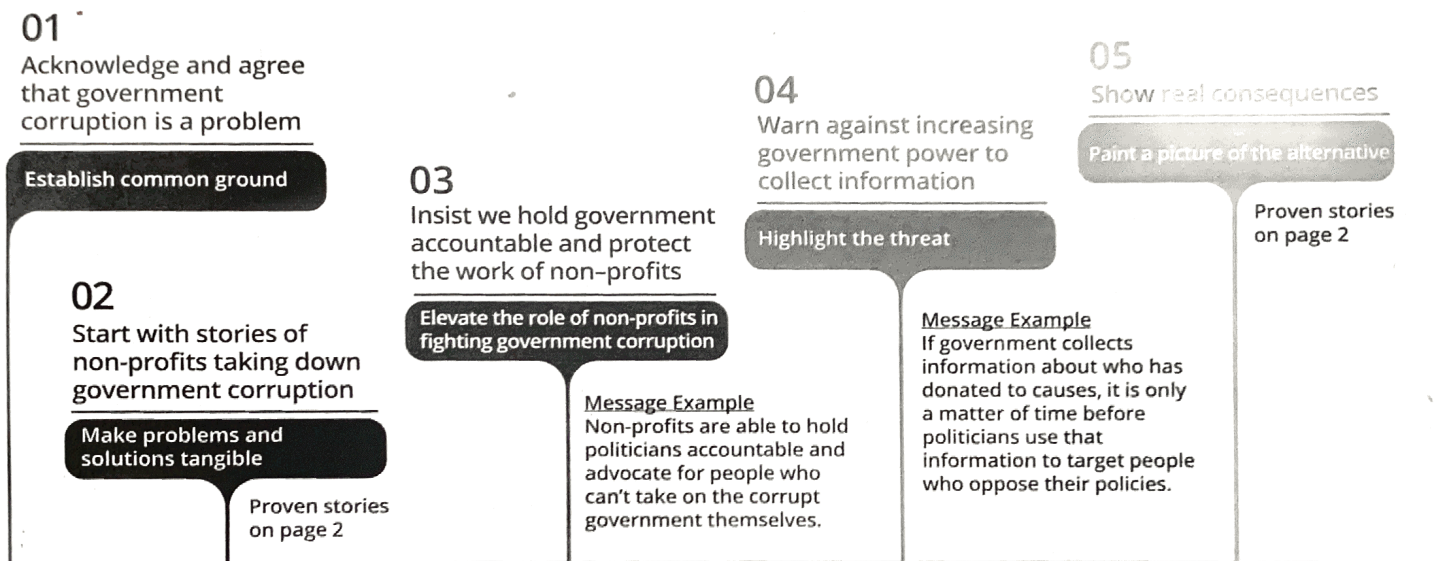


# Protecting Free Speech and Citizen Privacy

Proven Tools and Messaging to Fight "Dark Money" Fear Mongering

## OVERARCHING MESSAGE

**We must protect citizen privacy so politicians and special interests cannot retaliate against people who disagree with their policies and are trying to end government corruption.**



## FIVE STRATEGIES For Effective Communication

- 01 Address Concerns**  
Address concerns and then pivot.
- 02 Use Stories**  
Use real world examples that bring the issue to life.
- 03 Key Questions**  
Ask key questions that help people see consequences.
- 04 Key Words**  
Use key words and phrases proven to move hearts and minds.
- 05 Strong Messages**  
The strongest messages focus on reforming government on the inside, increasing transparency for politicians, and protecting the rights of individuals.

# 01

## Address Concerns and Pivot

Focusing on the policies, solutions, and language of government corruption and holding elected officials accountable is a far more universally felt problem/need and helpfully moves attention and pressure off of non-profits.



### CHARGE

"Dark money" goes to political campaigns.

We need new laws to fight corruption.

Non-profits are hiding information and hurting our democracy.

# 02

## Use Stories

Non-profit organizations have successfully fought government continues to bring the issue to life for voters. Here are some

### NON-PROFIT STORIES

#### Exposing Corrupt Politicians

Seeking to hold a former Illinois secretary of state accountable for massive corruption that occurred under his tenure, a non-profit organization filed a lawsuit against the politician who was eventually indicted by the U.S. Attorney. In response, significant ethics reforms were enacted by the state.

#### Scrutinizing Government Contracts

A network of insiders were obtaining concession contracts at a major U.S. airport, including a close associate of the mayor. A non-profit organization exposed the scandal and, as a result, the city revamped its lobbying ordinance to tighten its lobbyist registration requirements.

#### Fighting Crony Capitalism

The City of Phoenix subsidized private development projects through a significant reduction in taxes to be paid by developers. A non-profit organization sued the city on behalf of taxpayers to bring an end to this crony corporate welfare.

### INDIVIDUAL STORIES

*Should individuals be fired or have their place of employment boycotted for the causes or charities they donate to?*

Margie was a waitress in California. After she gave \$100 to a group that supported Proposition 8, a proposal in 2008 to ban same-sex marriage, her name was made public, and the restaurant where she worked was boycotted and picketed by people who support same-sex marriage. Ultimately, the protests took their toll on the restaurant and Margie lost her job.

*Should citizens be exposed to potential harm for giving money to a cause important to them?*

John is a law professor, Constitutional attorney, and political activist. A few years ago, his name and the names of his organization's donors were posted online by those opposed to his organization's mission. After a two-year legal battle, the IRS admitted that an employee had illegally leaked the tax returns of his organization, including the private identities of the group's supporters.





## ADDRESS

Political donors already are disclosed under current law.

We have several laws on the books to prevent corruption. We should focus on enforcement and stricter penalties.

Non-profits are already required to be transparent and file publicly available financial statements with the IRS.



## PIVOT

To address government corruption, we must hold the politicians themselves accountable—that's what non-profits do.

The worst power abusers come from inside the government. The last thing we should do is create new laws to help them silence critics.

Added levels of government bureaucracy make it harder for non-profits to freely express their ideas and shine light on government abuses.

ruption across the country, but the danger of leaving government unchecked al-world examples.

### Margie Christofferson



*Should people be subject to raids and investigations by bureaucrats who disagree with their support of government reform?*

Cindy's home was raided by state police in riot gear in the early morning hours. Her crime? She supported Wisconsin Governor Scott Walker's labor reforms. After years of being investigated, Cindy was never charged with a crime. Ultimately, the Wisconsin Supreme Court ruled the investigation was ordered by an opponent of Governor Walker who wanted to punish people who supported the union reforms. But the damage was done. Cindy lost her job and her privacy.



### John Eastman



*Could you be the next target of a politician's tweet because of a cause you've supported?*

Rep. Joaquin Castro tweeted a list of people who donated to Donald Trump's re-election campaign and highlighted their businesses with the goal of negatively impacting their livelihood because of their support for the President. Political campaign donors are publicly disclosed and that requirement is not in doubt. But anger at political opponents has reached toxic levels and is threatening free speech rights and personal safety. That is why it is so important that we protect the privacy of citizens who donate to non-profits.

### Weaponized Donor Lists



## Key Questions

# 03

Ask key questions that help people see consequences



Do you want **your neighbors knowing** what causes and/or groups you give money to?

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Do you think the government should be able to collect and **make public names and addresses of Americans** and the causes they donate to?

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Do you think people should **be fired or have their place of work boycotted** for their donation to a cause, organization, or charity?

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Do you think people should be targeted in their homes and workplaces **for expressing their opinions?**

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Do you think people should be **exposed to harm** for giving money to a cause important to them?

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Wouldn't **detering Americans from supporting the causes of their choice** because of a threat of donor disclosure be the exact outcome our foreign adversaries desire?

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Wouldn't it be **unfair to contributing individuals to disclose the names and addresses** of every person who has donated to an organization without knowing specific positions and policies an organization may support in the future?

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Wouldn't **requiring groups to report their donor lists scare** away donors to causes and leave those groups with fewer resources to serve their communities, educate Americans about public policy, and hold government officials accountable?

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Wouldn't donor disclosure **scare away individuals who support organizations that go after powerful people** who abuse their position?

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# Key Words

04

Use key words and phrases proven to move hearts and minds

## Laying Out Principles:

- Freedom of Speech
- First Amendment
- Freedom of Expression
- Citizen Privacy
- Fair and equal treatment for all
- Prevent discrimination
- Uphold constitutionally protected rights

## Characterizing the Threat:

- Corrupt politicians
- Legalized corruption
- Government corruption
- Special interests rigging the system
- Government silencing its critics
- Crony Capitalism
- Invasion of privacy
- Get fired or lose your job

## Accountability:

- Holding politicians/elected officials accountable
- Shining light on government abuses
- Educating on causes and issues
- Holding government accountable

"Citizen Privacy"

IS STRONGER than

"Donor Privacy"

"Small-dollar donors"

ARE MORE RELATABLE than

"Donors"

## 05 Strong Messaging

The strongest messages focus on reforming government on the inside, increasing transparency for politicians, and protecting the rights of individuals.

### Top Messages

% Agree

Every American has the right to support causes they believe in.	94%
We must protect the ability of Americans to come together in support of each other and causes they believe in.	93%
Americans should be allowed to support specific groups or positions without fear of retaliation and harassment from the government.	92%
To address government corruption, we must tackle it from inside the government. Until we hold government and elected officials accountable, nothing will change.	76%
The worst corruption happens inside government when elected officials and government use their power to enrich themselves and the people, groups and companies they like. The last thing we should do is let them pass new laws that help them silence their critics and drive them out of business.	74%
Governments and politicians should be open and transparent and individual Americans should have privacy.	71%
Americans have a right to privately support causes and ideas they believe in free from harassment.	69%

### Top Transparency Initiatives

% Support

Conduct regular audits of government agencies with results made available to the public.	75%
Stricter enforcement of laws prohibiting campaign activities from occurring in government offices and using government resources.	73%
Simplify the process to request government documents under the Freedom of Information Act.	69%
Stricter enforcement of 'open meeting' laws which mandate official government proceedings be open to the public.	68%