



October 11, 2011

California Fair Political Practices Commission  
428 J Street, Suite 620  
Sacramento, CA, 95814

To Whom It May Concern:

As the President and CEO of Public Campaign, a Washington, D.C.-based non-profit organization that seeks to enhance the role of small donors in the political process, I write to endorse text message regulation 18421.31 that the Fair Political Practices Commission seeks to approve on October 13, 2011. Allowing campaign contributions via text message will continue California's leadership in promoting democratic involvement among its citizens.

In 2010, only 0.35% of eligible Americans made itemized campaign contributions to a federal candidate, political party, or political action committee. However, many Americans already make contributions via text message for various causes. In fact, according to a 2010 Pew survey, more than 30 million Americans have made a charitable contribution by text message.

Allowing campaign contributions via text message has many benefits. It would draw more Californians into the political process and enhance their 1<sup>st</sup> Amendment rights. This concept would amplify the voices of hard-working Californians by simplifying the process of contributing to a candidate. Importantly, approving this concept would enable political candidates to spend less time fundraising so they can spend more time with constituents. Furthermore, this regulation would enable political campaigns to better communicate with supporters.

The concept of allowing text message campaign contributions has gained support from non-traditional allies, and enacting this regulation costs nothing. While there might be minor implementation issues and a learning curve for campaigns, the benefits of enhancing the role of small donors are invaluable. Allowing campaign contributions via text message is a commonsense measure that the California Fair Political Practices Commission should be commended for considering.

Respectfully submitted,

Nick Nyhart  
President and CEO  
Public Campaign