

COMMUNITY RESOURCES



This effort requires resources in the form of dollars and hours. We get both from you. As this campaign has always been about reducing harm, specifically by removing Ted, we're committed to transparency and responsibility with the resources you invest. Here's where we stand:

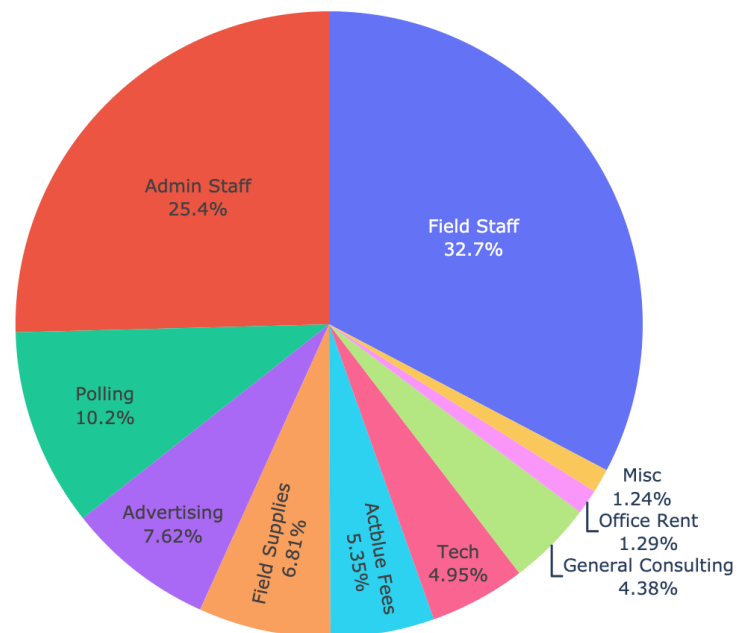
FUNDRAISING

To date we've raised \$92,747 from 1,353 contributions from 843 unique donors. Our largest contributors have given over \$5,000 and our average donation amount is \$68.64. We've been driven by small, grass-roots donations and we're grateful for each one. Even after 87% of Portland voters passed campaign finance limits in 2018, Ted Wheeler donated \$150,000 to himself in 2020--30 times the allowable limit. We can't make that kind of money just materialize, which is why we need your ongoing support.

SPENDING

What do we do with the money you give us? We have a few types of expenses. The chart below shows a breakdown of our spending so far in the campaign.

Ted bought his access with inherited wealth. We need money to provide Portland the opportunity to express political will. We can't buy Ted out of office or influence his policies with cash. What we can do is put a petition in front of Portland voters so that if they want Ted gone, they have the opportunity to say so with a signature. We need \$75,000 to ensure we can pay petitioners a living wage to make sure every voter in Portland who wants to express their



political will and remove Ted Wheeler has the chance.

Here's how we plan to spend the \$75,000 and why we feel confident it's going to work:

To reach the goal of 65,000 signatures we need to collect 60,000 more. With \$75,000 we can pay 25 new signature gatherers a living wage at 30 hours per week for the duration of the campaign. All raised dollars will go toward the continued expansion of our paid signature gatherer team to make sure we are on track to collect the needed amount per week and per month until the end.

SIGNATURE GATHERING

We began this campaign with a research-based assumption: winning ballot initiatives employ paid signature gatherers. Our initial fundraising goal of \$150,000 was both a reminder of the self loan Ted Wheeler made to keep his mayoral campaign alive and an informed estimate of our expected expenses. In compliance with Oregon law, we don't pay per signature, but our estimates show that each signature gathered by a paid petitioner costs Total Recall PAC between \$1.25-1.50. We need about 65,000 signatures by early October, or 1,200 per day.

We know that most of our supporters are uncomfortable with the mixing of money and public trust. They would be Wheeler supporters if they were excited about getting more money into politics. We don't have backing from large labor unions, big business, or elected officials yet, and we recognize that due to entrenched power and fear of reprisal we may never. Unfortunately, Oregon's antiquated petitioning laws, climate change, COVID-19, and the lack of traditional institutional support leaves paid petitioning as the surest way to collect the required signatures and reach the ballot. Each volunteer who steps up reduces the amount of money it takes to succeed. We're grateful for our over 350 volunteers, but not all of those are activated as signature gatherers yet. Volunteers, understandably, have other draws on their time and energy so their output is less consistent than paid petitioners. Replacing a significant number of paid petitioners with volunteers would require an enormous groundswell of energy and self-organization.

PAID SIGNATURE GATHERING

By having paid canvassers stationed at predictable times and places anyone seeking out the campaign will be more likely to successfully sign. They also keep us present throughout the community at natural gathering places like grocery stores and campuses. Our paid gatherers bring in about 13.6 signatures per hour that they work. That is an amazing rate of one signature every 4.5 minutes. By that estimate it takes 75 hours to reach 1,000 signatures which should be our total daily intake. Signatures gathered by paid petitioners represent on average 53% of our weekly totals (with some weeks being higher or lower depending on weather hurdles and volunteer opportunities). At that rate our goal should be a minimum of 4,500 signatures per week from this segment of our signature gathering. If paid signature gathering was 100% of our efforts we would need 8,400 signatures per week to be viable.

VOLUNTEER CANVASSING

Each person who volunteers reduces the amount of money it will take to win. We've averaged 29 volunteer signature gatherers turning in about 23 signatures per person per week. Our goal is 90-180 volunteers bringing in 20+ signatures per week. This could be from work colleagues, neighbors, housemates, or from community events and door to door canvassing. We might not all know 160 unique people who meet the criteria to sign and want to recall the mayor, so asking strangers to sign is a foregone conclusion. Signatures gathered by volunteer petitioners represent on average 42% of our weekly totals (with some weeks being higher or lower depending on weather hurdles and volunteer opportunities). At that rate our goal should be a minimum of 3,600 signatures per week from this segment of our signature gathering. If volunteer signature gathering was 100% of our efforts we would need 8,400 signatures per week to be viable.

MAIL IN SHEETS

Mailed in forms are our last line of signature gathering strategy. This method is for the most motivated signers who take the initiative to print a form and mail it. It currently represents about 5% of our signatures each week, but only 1% of our targets. This mode of signature gathering does have the most potential for momentum and growth if we can find creative ways to let people know how to do this and feel empowered to follow through. We have supporters we don't know yet that haven't found us or don't yet know we exist. We need your creativity and insight to make those connections.

We are also utilizing secure drop boxes and small business partnerships throughout the city. We currently have printers on hand set up with the ability to print a single signer sheet on demand at the push of a button. If you have space to host a printer, supervised clipboard, or locked drop box please get in touch! We invite all community innovation and strategies. Pilot them yourselves, let us know if they work, and we'll deploy them at scale if they do.

THRESHOLDS FOR A VIABLE RECALL BY 8.25.21

Signatures from Paid Gatherers	Signatures from Volunteer Gatherers	Pledged or Actual Donations Needed	Pledged or Actual Signatures Needed
100%	0%	\$75,000	0
90%	10%	\$67,500	6,500
80%	20%	\$60,000	13,000
70%	30%	\$52,500	19,500
60%	40%	\$45,000	26,000
50%	50%	\$37,500	32,500
40%	60%	\$30,000	39,000

30%	70%	\$22,500	45,500
20%	80%	\$15,000	52,000
10%	90%	\$7,500	58,500
0%	100%	\$0	65,000

RETURN TO PLEDGES

[Pledge to Donate](#)

[Pledge to Gather Signatures](#)

Have an idea or more questions? Email us at info@totalrecallpdx.com