

# Oath Brand

## *Mission*

- Oath helps donors give strategically to maximize the impact of donations—big and small
- Oath analyzes thousands of races to find which candidates need help the most and makes recommendations based on which issues *you* care about
- Donors have used Oath to give over \$10M to the most critical elections all over the country
- Oath keeps donors' contact information private so you aren't added to any spam lists when you give
- Oath does not take a cut of donations through the platform

## *Brand + Voice*

- Oath is building a sustainable way for donors to engage. We don't use harassing emails or scare tactics to raise money
- As an expert in political data analysis, Oath makes politics more accessible
- Oath is welcoming, inclusive, and friendly
- Oath values transparency – protecting your data and putting the donor first
- Cheeky, witty content fits perfectly
- Not afraid to use exclamation points when appropriate