

Hey friends and family,

I'm donating \$34,000 dollars towards the election. I'm doing this in the next couple days, I'm doing it because it's the right thing to do. If you're like me and you're worried but haven't done much, I want you to donate thousands of dollars as well. My goal is to raise another \$34,000 to match.

Here's the link >>> <https://secure.actblue.com/donate/tenpercent> ***

It's overwhelming to say "why" I'm doing this. But I've come to the point where the cognitive dissonance between my life—2020 hasn't been a bad year for me—and what I see going on around me is crushing. I want to match what I do to what I believe and to stop feeling so dang disempowered and afraid.

I do not know the intimacies of folks financial situations or what all of my friends are doing in their free time. But if you're like me, and you're maxing out your 401k and you cannot, in your heart of hearts, say that this is an acceptable way for the US to function, consider putting some real skin in the game.

If this resonates or you want to hear my long, rambling thought process, I'm happy to jump on a video chat. And whatever choices you make in the next month, I care a lot about all of you; stay safe!

More about the orgs

And now, a word from Sahar, a friend of 17 years and my man on the inside, to explain a little more about the particular orgs I'm donating to ([and you should too!](#)):

Empower people to vote and build long-term power:

The [Movement Voter Project](#) is amazing. They are, in essence, like a "mutual fund" of the best community organizations in the country. Give to them, and they pass through 100% of the money to where it's most useful. They will register people to vote (and turn them out) now, and then build a relationship with them that will last past November.

Win state legislatures to prevent gerrymandering:

Every ten years, state legislatures across the country draw district lines. In other words -- they GERRYMANDER. Next year is that time. This is our last chance to grab enough state legislatures across the country so that we can mitigate the damage. [Sister District](#) and their volunteers do cool, interesting work -- all aimed at flipping state legislature seats for this purpose in this cycle. It's run by women, it's pretty good at targeting, it's a good mix of grassroots power and smart data work.

Pragmatic, cold-hearted strategy:

The senate is important. The president is important too, but honestly Joe Biden has enough money. If he loses, we need a strong legislature to check four more years of Trump. If Biden wins, but is constantly fighting with the senate, can't pass any laws or confirm a cabinet, trumpism will come roaring back in two years. If you want to flip the senate, the highest marginal use of your dollar is in small, cheap, comparatively overlooked states: [Maine](#), [Iowa](#), [South Carolina](#), [Montana](#), and [Alaska](#). These states are where an extra \$1000 would be most likely to be the difference between winning and losing the entire senate. (In descending order)

Hope that all makes sense. [I'm contributing to this too](#). 2,880 dollars. I hope you'll join me.

***Note, this where I'm donating; and these orgs are great if you want thought out, it's-30-days-to-election picks. But I'm also excited for you to donate to other election related orgs of your choice - it's more about doing it and doing it *now*.

A story

Sarah's on the video call with me as I write this email. As sort of a "I'll call your bluff" move, she agreed to be the first "donor" to the fund if I made my donation public (she's donating 5% of her income, 3,000). Here's a few thoughts from her.

I feel lucky to have more than I need right now. But I also feel afraid, even for me personally, about living in a society that's getting darker and darker. I also want to dream bigger than not-disaster and work to fix what's been wrong for a long time. I wish I'd given this money earlier—and I don't want to feel that way in December.

Again, here's the link: <https://secure.actblue.com/donate/tenpercent>

Much love,
-Lyla