



# NewFounders

*Press Kit*

## We the people have become divided. Splintered.

On November 8, 2016, the world turned upside down for many of us that believed that America was a place of inclusion, of progress and of hope.

“There will be many groups to resist the new administration, but we plan to be both the resistance AND the change”

- Genevieve theirs

Those that felt that the country was shifting to represent its people watched as an elite few were elected, clearly intent of using the administration to serve their own needs.

But unity lies in achieving common goals, using problem solving. At NewFounders, we believe that problem-solving brings people together. It can bring us a world where America’s leadership reflects the diversity of its people. A world where all Americans are engaged in the politics system because they feel represented and engaged. A world where unique challenges like globalization and tech optimization are met with unique solutions, and just seen as threats to be suppressed. We believe in asking the right questions, in seeking the right solutions, and in building instead of tearing down.





## What is New Founders and what are we changing?

NewFounders is a movement dedicated to building the critical infrastructure that the center-left has never had. From a database of elections to a free, constantly updated, design-centric voter file to coordinated campaigns to data-based strategy around how we run candidates, we are building a new tent that plans to remake the current broken political landscape into one that works.

### **NewFounders has three major strategies to do this:**

First, we're building and releasing critical tools, one by one, and maintaining them on an ongoing basis, like our EveryElection app.

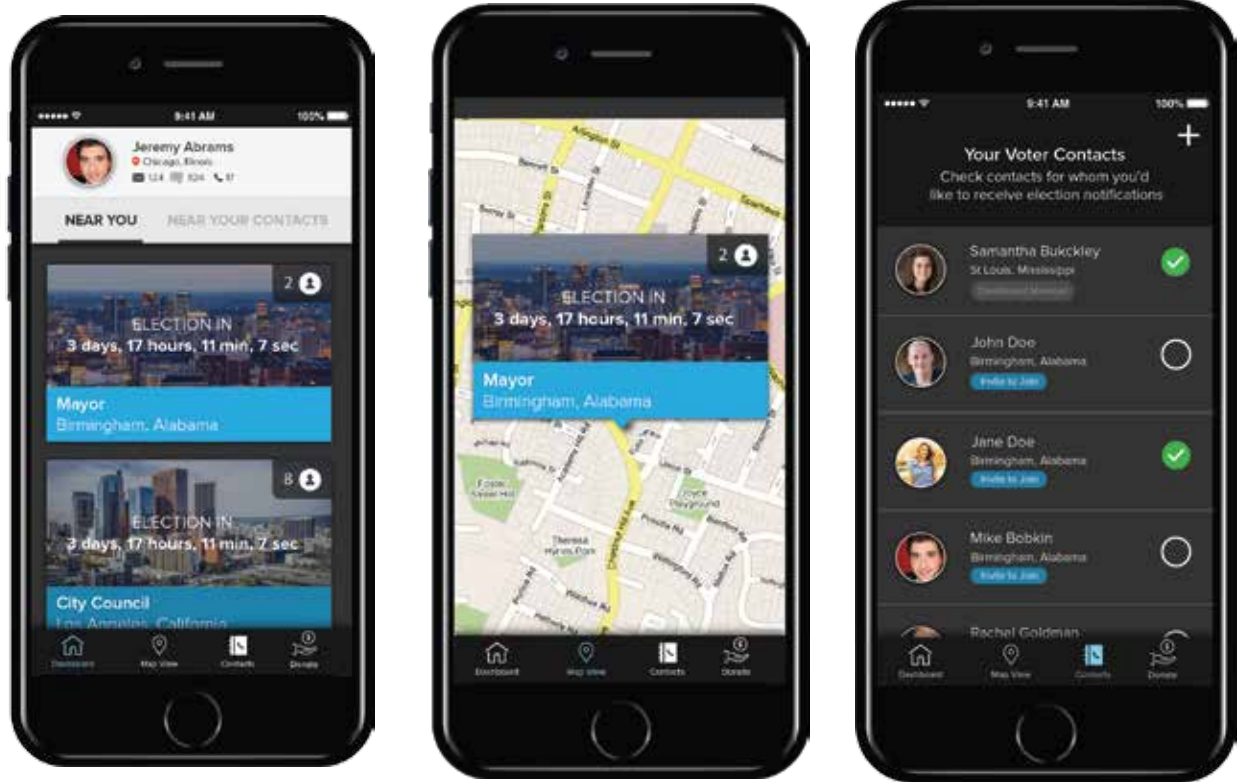
Second, we're enabling organizations, team members and donors to "pile on" to problems and solve them alongside us.

And third, we're gathering the best political activists and leaders today as a cohort of "new founders," to create a joint vision for the center-left that we will unveil to the world at our NewFounders conference in October.

# Our first tool: the EveryElection app

Just released, the EveryElection app contains within it over 300,000 of the 519,000 elections in the United States, from federal to local, and graphs them over google maps by district. Our awesome partners include flippable, SwingLeft, Sister District Project, BallotReady, VoteRunLead, RunForSomething and wall-of-us, among others.

When you join this app, you can upload your contacts and social network, and see not only the elections near you, but also the elections near your friends and family. With one click you can text or email them to vote. For each race we give you the incumbent, the challengers, their parties, early voting info and your local polling place. We make it easy and fun to vote, and to get others to vote





## NewFounders Conference

This fall we are holding the NewFounders conference, on Oct 18 at the UIC Forum in Chicago. 1,700 strategists, activists, economists, donors, fighters, leaders and policymakers are expected to come, condense efforts, grow and plan in an intensive day of thought leadership and action.

The aim of the conference is to build a new tent where—regardless of party and political labels—people worried about our current political climate can build the solutions they want to see. There will be no red tape, no ego and no territories—just collaboration, consolidation of ideas and action. And we plan to showcase a new bench of leaders that can take these solutions and implement them into new policies and practices.

Our goal is to bring politics and people back together. And nothing promotes unity like problem-solving.

See more at [newfoundersconference.com](http://newfoundersconference.com)



## Our Location

New Founders is located at 320 W Ohio,  
Third Floor, Chicago IL 60654

## Our Team

New Founders has hired an opening full-time team of 5, consisting of a CEO, CPO, Director of Development, Director of Product and Operations, Content Manager and Events Manager.

## Our Digital Presence

New Founders has a web site at [www.newfounders.us](http://www.newfounders.us)

New Founders conference information is at [www.newfoundersconference.com](http://www.newfoundersconference.com)

New Founders has a Facebook page at <https://www.facebook.com/newfoundershq/>

New Founders has a Facebook group at <https://www.facebook.com/groups/1873627519534156/>

New Founders is on Twitter  
[@newfoundershq](https://twitter.com/newfoundershq)

New Founders is on Instagram at  
[@newfoundershq](https://www.instagram.com/newfoundershq)

New Founders is on Medium at  
<https://medium.com/@newfoundershq>

(Please note, prior to a 2017 spring rebranding, New Founders used to be referred to as RISE)

# NewFounders Contribution Form

[www.newfounders.us](http://www.newfounders.us)

Name \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State : \_\_\_\_\_

Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: (W) \_\_\_\_\_

(H) \_\_\_\_\_

(C) \_\_\_\_\_

Employer: \_\_\_\_\_

Occupation: \_\_\_\_\_

## Please read the following and sign below:

- I am a U.S. citizen or lawfully admitted permanent resident of the U.S.
- I am not a Federal Government contractor.
- This contribution is made from my own funds, and not those of another.
- This contribution is not made from the funds of a corporation or labor organization treasury funds.

Signature \_\_\_\_\_

Date: \_\_\_\_\_

I would prefer to make my contribution via credit card:

Name on Card \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Amount: \_\_\_\_\_

Type of Card:  Mastercard  Visa  American Express  Discover

Please make checks payable to:  
NewFounders,  
320 W Ohio, Third Floor,  
Chicago, IL 60654

If you have any questions, please contact Gen or Jessica at [Gen@newfounders.us](mailto:Gen@newfounders.us) or [Jessica@newfounders.us](mailto:Jessica@newfounders.us) (respectively) or call 669-333-RISE

Federal law requires us to use our best efforts to collect and report the name, mailing address, occupation and name of employer of individuals whose contributions exceed \$200 in an election cycle. Contributions are limited to \$2,700 per individual and \$5,400 per couple per election. The primary and general elections are separate elections, so individuals may give up to a total of \$5,400 and couples \$10,800 for both elections. By signing above, you agree that the first \$2,700 of your contribution will be designated for the primary election and the next \$2,700 will be designated for the general election.

Contributions or gifts to NewFounders are not tax deductible