

# MOVEON.ORG POLITICAL ACTION

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## 2005 ACCOMPLISHMENTS EXCEED EXPECTATIONS

### Net Membership Grew By 450,000

Over \$9 Million Raised in Off-Election Year

### *Face-to-Face Grassroots Organizing Program Launched*

MoveOn.org Political Action continued to keep people engaged in an off-election year, exceeding their own expectations by growing in several different ways in 2005—most notably by a net increase of 450,000 new members and raising over \$9 million to fund its issue campaigns and candidates.

“We are really energized heading into 2006,” said Eli Pariser, Executive Director of MoveOn. “We surpassed our own expectations for growth in an off-election year in 2005: we raised far more money than we expected; recruited almost half a million new members; helped to tip the balance on key issue fights such as President Bush’s plan to privatize Social Security, saving the Arctic National Wildlife Refuge, and beating back the ‘Nuclear Option’; helped to create a sea-change in public opinion against the President’s war in Iraq; and raised over \$9 million for our campaigns.”

Below is a breakdown of MoveOn’s accomplishments.

- **Net Growth of 450,000 new people.** In 2005, MoveOn members enlisted nearly half a million people to join the organization. We grew the way we always do: people told their friends, family, and colleagues about our campaigns, and they signed up.
- **We raised over \$9 million for candidates and campaigns.** We expected to raise around \$5 million in 2005, after the blowout year in 2004. We’d raised that much by June. By the close of 2005, nearly 125,000 people had contributed to a MoveOn campaign. The figure we’re most proud of: Average donation: \$45 (and not a single check for more than \$5,000).
- **We’ve built a field program to do deeper, more local work than ever before.** In January, we launched Operation Democracy, our new field program. It was a gamble: we’d never tried

something so big and so focused on off-line organizing. But it worked, and there are now thousands of Operation Democracy leaders around the country who can bring local MoveOn members together and hold events.

- **We helped tip the balance in critical fights.** MoveOn members helped swing opinion against President Bush's Social Security plan. With other groups, our pressure saved the Arctic National Wildlife Refuge and stopped Patriot Act renewal until the bill is fixed. Thanks to an all-hands-on-deck push, the “Nuclear Option” failed. In a number of states, MoveOn members helped reform election laws to protect our elections. Perhaps most important, MoveOn members helped cause a sea change in public opinion and in Congress on Iraq—Democrats are now speaking out for a responsible exit plan.
- **We're on track for a change election in 2006.** Winning back Congress is the next big step toward a progressive country, and it's within reach. Through Operation Democracy, we're working to shape the battlefield—especially in the local media. We're also focusing on making sure Democrats stand up and fight: giving them support when they do, and giving them negative feedback when they don't take principled stands. As 2006 continues, we'll also be giving MoveOn members an opportunity to directly affect target races—from wherever in the country they are.

It'll be a long, hard journey to win back Congress and start building a truly progressive America. But MoveOn members are active and engaged, the political climate is turning, and the course is clear. We're on the right path.