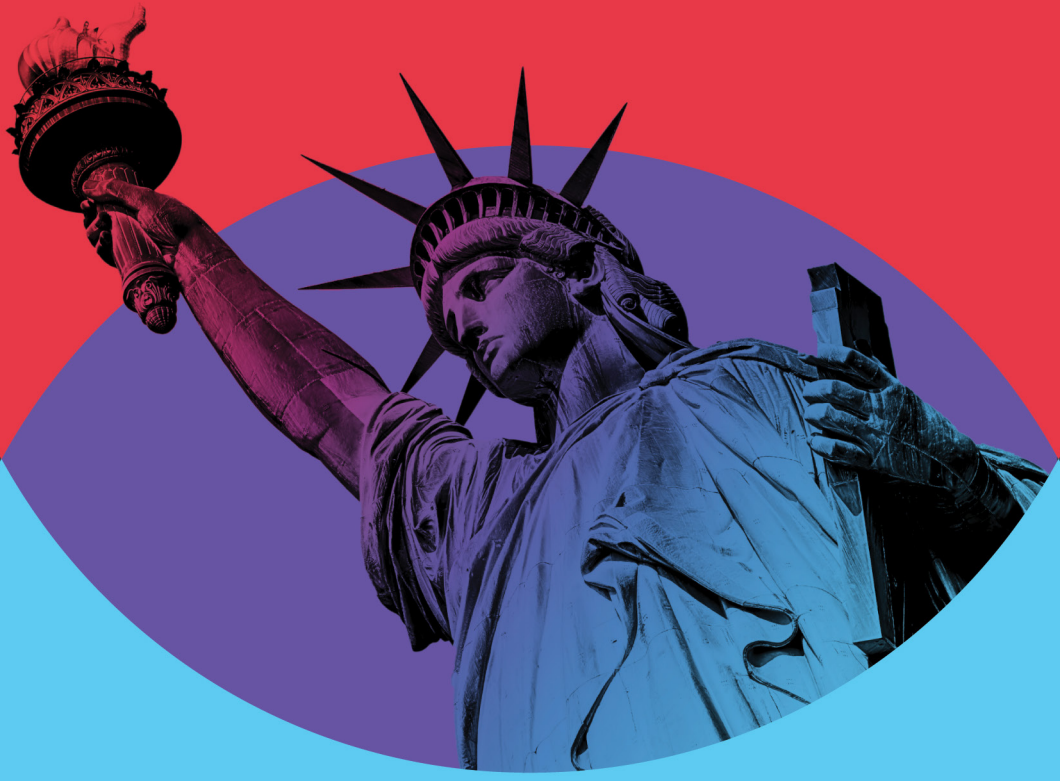
Reset America

FOR THE PEOPLE



A plan to renew American democracy — and restore the American Dream.

In America, Democracy Is
ISSUE ONE









Issue One's Plan to Reset America: For the People

American democracy is in crisis — and, as in every previous crisis, the seeds of renewal are visible but must be rapidly fertilized. The Civil War gave way to the Reconstruction amendments. The excesses of the Gilded Age produced the Progressive Era. The corruption of the Nixon years was answered by the most sweeping political reforms of the 20th century.

For decades, unlimited money in politics, gerrymandering, and a broken information environment have consolidated power in the hands of a few and destroyed our sense of national unity and purpose.

Nearly 70%

of Americans now feel estranged from the project of self-government.[1]

They connect that estrangement to the denial of the American Dream — the promise of a welcoming, hopeful country that shares prosperity and lights the future for others around the world.

Meanwhile, political scientists see even darker trend lines emerging — ones that point to the continued destruction of democratic norms and to kleptocratic styles of governing that enrich those who have either socially or financially ingratiated themselves to the right political leaders. To keen observers, it seems as if we are sliding away from democracy and toward a more autocratic form of governing at a dangerous pace.

All of these forces have brought our country to a pivotal moment in history. That's why those who are fighting for democracy and the restoration of the American Dream need to mobilize as rapidly as possible to win the future. Issue One is well positioned to play a commanding role in that mobilization — leveraging the cross-partisan movement and legislative relationships we've built over 14 years on Capitol Hill and across the country.

[1] WSJ-NORC poll, Sept. 2025

A Democracy That Works for All of Us

We can reclaim our power and rebuild democracy to work for everyone.



WE'RE WORKING FOR A POLITICAL SYSTEM THAT INCLUDES:

- An information environment that unites people rather than divides.
- A Congress that makes policy for the people, not corporations or special interests.
- A government that returns to the Founders' vision of co-equal branches with checks and balances, keeping executive power in check and limiting abuses by future presidents.
- A renewed sense of confidence in one another, our institutions, and our ability to solve problems together.

We have a generational opportunity before us: to rebuild American democracy together.

Our vision is a durable democracy that protects freedom and fairness, strengthens representation, and creates the conditions for shared prosperity.

Reclaiming our power requires defense and offense: protest, litigation, and legislation. Together with our partners, we're building the civic and political infrastructure we need to revitalize the American Dream and give Americans a real voice in the decisions that shape their lives.

What Sets Us Apart

Issue One's four-year plan reimagines the very pillars of our democracy.

We will reform how our elections are financed, how power is balanced between the branches of government, and how our information environment shapes our discourse.





"Right now, America is at a crossroads that will determine if we retain self-governance or move to authoritarian governance. Issue One is a critical, effective leader in the fight to keep our democracy."

FORMER HOUSE MAJORITY LEADER RICHARD GEPHARDT

What makes us different?

- **Federal, not state-by-state.** Our national democracy crisis must be addressed for all Americans, not just those in a handful of states.
- **Cross-partisan, not filibuster-breaking.** Reforming our democracy is not a partisan project. We aim to work across the aisle to unify Americans around durable change.
- **Systemic, not personality-driven.** The solutions can't be determined by Washington alone. We're leveraging energy across America to buck the incentives that keep politicians from listening to the American people.

How do we know we can do it?

- In 2022, we helped pass the Electoral Count Reform Act with a 67-vote Senate majority.
- In 2024, we galvanized thousands of citizens and more than 60 luminaries to pass the Kids Online Safety Act with a 91-vote Senate majority.
- We hold 200+ meetings a year on Capitol Hill, more than half with Republican offices.
- We've built a movement of 600+ cross-partisan validators ready to influence citizens, media, and elected officials.

Three Reforms:
A Revitalized American Dream

The American Anti-Corruption Act



Ends the dominance of big money in politics. Abolishes super PACs, bans dark money, creates a public financing system, ends partisan gerrymandering, opens primaries to unaffiliated voters, and bans congressional stock trading.

The Information for America Act



Rebuilds an information ecosystem worth trusting. Creates a digital regulatory agency, ends immunity for harms companies design into their own products, protects minors by default, and supports local journalism.

The Checks and Balances Act

Restores Congress as a co-equal branch. Reins in presidential emergency powers, reclaims Congress's role in decisions about war and peace, protects elections from executive interference, and restores the power of the purse.



Each bill addresses a structural driver of democratic dysfunction.

Together, they are the difference between a system that answers to money and one that answers to the American people.

A Roadmap to Meet the Reform Window

Democracy works when citizens hold leaders accountable. It's time we reclaim that power.

The forces that weakened our democracy took decades to build. Reversing them will require a movement of comparable scale, one that mobilizes citizens, engages influential leaders, aligns organizations, and creates the political will necessary to enact lasting reform.

WHAT SUCCESS LOOKS LIKE BY 2030

Cynicism turned into hope, belonging, and agency

52 million
people reached through public education campaigns

A truly cross-partisan citizen movement for change

2.4 million
Americans moved into sustained civic action

A cross-partisan pro-democracy caucus in Congress

Pathway to 60 votes
in the Senate

LEGISLATIVE POWER

Build a cohort of champions in Congress and leverage financial support through Issue One's C4 and aligned entities

GRASSTOPS POWER

Activate national leaders to influence policymakers and create a pathway to legislative success

NARRATIVE POWER

Replace cynicism with a shared, aspirational vision for democracy and help Americans understand why reform matters

GRASSROOTS POWER

Organize citizens in shaping and advancing the reform agenda — and translate public engagement into action

COALITION POWER

Align and partner with organizations, community leaders, and other influential voices in communities across the country








The Right Team for the Right Moment

For 14 years, Issue One has worked on Capitol Hill across party lines.

Our staff, board, and advisors come from both sides of the aisle — former members of Congress, public servants, journalists, and business leaders.

Over the past year, we have hired for exactly the capabilities this plan requires: people who have catalyzed civic movements, protected elections, and moved public opinion in profoundly challenging environments for democracy, at home and abroad.

SELECT COALITION LEADERS

Diana Aviv
CEO, Charitable Independence Initiative

Tom Daschle
Fmr. Senate Majority Leader (D-SD)

Linda Douglass
Award-winning political journalist

Katie Fahey
Executive Director, The People

Richard Gephardt
Fmr. House Majority Leader (D-MO)

Chuck Hagel
Fmr. Secretary of Defense
Fmr. U.S. Senator (R-NE)

Kerry Healey
Fmr. Lieutenant Governor (R-MA)

Judge Michael Luttig
Fmr. Judge, U.S. Court of Appeals for the Fourth Circuit

Leon Panetta
Fmr. Secretary of Defense
Fmr. Director, CIA

Trevor Potter
Fmr. Chairman, Federal Election Commission

Maria Ressa
Nobel Peace Prize laureate
Founder & CEO, Rappler

Tim Roemer
Fmr. U.S. Ambassador to India
Fmr. U.S. Congressman (D-IN)

SELECT LEADERS



Alix Fraser
Vice President, Advocacy
Electoral Politics Leader

20+ years in diplomacy, education reform, and tech reform. Helped launch and lead Issue One's Council for Responsible Social Media to major bipartisan legislative wins.



Rosarie Tucci
Vice President, Citizen Engagement
Democracy Programs Leader

20+ years leading large-scale democracy programs internationally. Most recently, head of a $250M democracy center at USAID; previously, the U.S. Institute of Peace and Humanity United.



Michael McNulty
Senior Policy Director
Election Integrity Expert

20+ years leading election integrity and democratic reform in over 30 countries, including many autocracies. Formerly with USAID and the National Democratic Institute.



Ashley Hildebrand
Vice President, Communications
Advocacy Campaign Communicator

14+ years of political and nonprofit communications for award-winning campaigns on healthcare, immigration, and more, including Nuns on the Bus.

Costs and Timeline

Our $126 million budget rises over four years as the campaign grows from five states to twenty.

EVERY DOLLAR DOES ONE OF FOUR JOBS

$65.5M
for reaching people

Reaching 52 million Americans, and turning a share of them into supporters we can contact directly.

$38M
for organizing people

Turning attention into action through partners, civic circles, and our councils — rich, trusted relationships, not just ads.

$9.5M
for turning it into law

The legislative program on Capitol Hill: champions, roundtables, policy research, and partner delegations.

$13M
for running the campaign

Finance, HR, technology, evaluation, and premises — costed explicitly, not absorbed as overhead.

$126M Total

OUR TIMELINE

2027 → Build infrastructure

Build the narrative, coalitional, and civic infrastructure

2028 → Scale and mobilize

Mobilize citizens, validators, partners, and candidates

2029 → The window opens

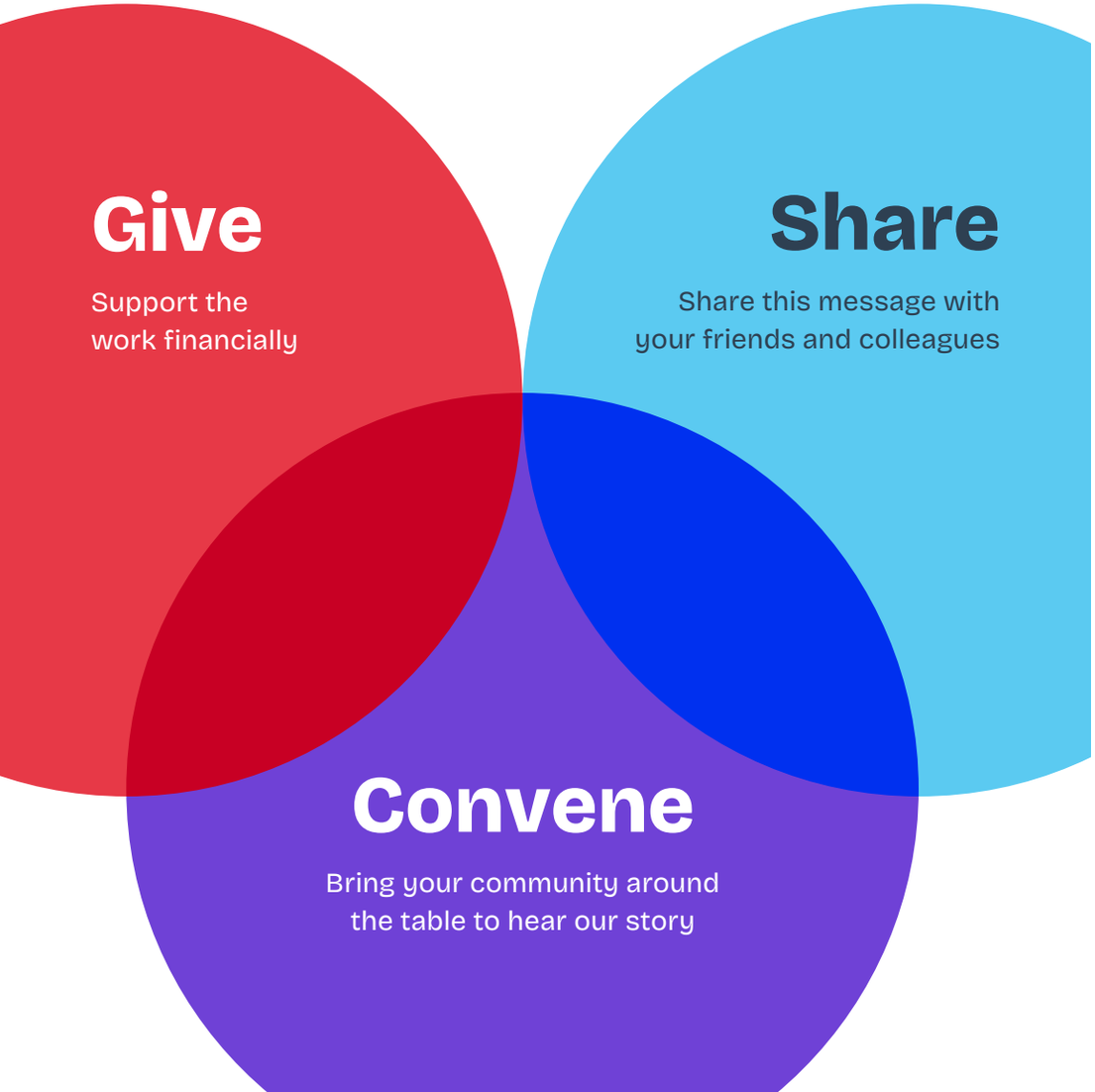
Galvanize a pro-democracy caucus in the Senate

2030 → Reform

Drive coordinated national pressure to pass reforms

We Have a Brief Window to Make Generational Change

Here's how you can get involved.



Help us build a democracy that enables policies favored by real people rather than special interests. Policies focused on our families and our communities. Policies that help renew belief in the American Dream and belief in each other.

We must act quickly: the reforms, the coalition, and citizens must be ready before 2029. We are doing this in a genuinely cross-partisan, citizen-led, and cost-effective way.

In 2025, approximately 1% of the $600 billion given to American charity went to democracy efforts. That underinvestment in democracy must change quickly if we are going to get our country out of the current spiral.

More than $12 million is already committed to seed our plan — from experts like the MacArthur Foundation, the Hewlett Foundation, and from private individuals committed to deep-rooted, lasting reforms.

We believe there is no alternative but to approach this moment in our history with the biggest of dreams and the most audacious investments of our collective energy, connections, and resources — for our freedom, prosperity, and our children's future.

We hope you will join us.

Let's talk.

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