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THE ORGANIZATION:

Tech for Campaigns (TFC) is the digital arm engine for the left. Tech For Campaigns assembles volunteer teams of world-class tech talent for progressive and centrist political campaigns and builds common toolkits, best practices and shared technical infrastructure.

The organization started as an idea between 3 tech entrepreneurs: *What if, instead of just volunteering time and money, we could volunteer our expertise in web development, performance marketing, data analysis, etc?* They created a signup Google doc to share the idea with friends, and within 72 hours had 700+ volunteer signups from Silicon Valley's most sought-after tech and digital talent.

Tech For Campaigns gives political candidates access to a caliber of digital talent that is hard to come by, especially in local and state races. This digital boost gives candidates a competitive edge, while offering tech workers opportunities to volunteer their skills in a meaningful and impactful way -- turning political passion into hands-on action.

The mission is to build a sustainable digital arm for progressive and centrist campaigns, change political outcomes and enable long-term political volunteerism.

FOUNDING TIMELINE:

- January 28, 2017: Sparked by anger at President Trump's announcement of a travel ban, Jessica Alter reaches out to Pete Kazanjy and Ian Ferguson with the idea for Tech For Campaigns.
- January 30, 2017: Tech For Campaigns is launched by sending a simple Google form to their friends and networks. Within 72 hours, more than 700 volunteers sign up.
- February 7, 2017: First TFC project for Mike Levin, candidate CA-49 begins

QUICK STATS:

- The TFC volunteer community has grown to nearly 4,000* skilled digital and tech volunteers (TFC galvanized 700+ volunteer signups within the first 72 hours of its existence)
- Over 60% of TFC volunteers have never been politically active outside of voting or giving money
- TFC has been involved with 50 digital campaign projects to date*, including the James Thompson campaign (KS Special Election, April 2017) and the Rob Quist campaign (MT Special Election, May 2017) and 35 projects for Virginia State Legislative campaigns and the State Caucus (Nov. 2017 elections).
- Nine of the 12 campaigns worked on in VA won their races (2 more are in recounts), 8 of the 9 flipped the seats and 5 of the 8 were in reach or toss-up districts



IMPACT:

“This type of volunteer opportunity -- to have an impactful role on a political campaign without quitting your job and joining the campaign trail -- really didn't exist before now.”

- Andy Locascio, TFC volunteer
Engineer, Slack

“Candidates who don't adopt tech tools like audience segmentation and well-targeted outreach are fighting an uphill battle. Technical sophistication is going to be a differentiator in 2018 - it enables candidates to reach their audience much more easily, and for much less money.”

- Renee DiResta, TFC volunteer
Cofounder, Haven

“Tech For Campaigns allowed us to work with a caliber of tech talent that we would not otherwise have had access to. These volunteers brought a different perspective and skill sets that helped us come up with fresh ideas and reach new demographics.”

- Colin Curtis, Campaign Manager

FOUNDING TEAM:



Jessica Alter
Home District: MI 40

Jessica Alter was most recently the Cofounder & CEO of FounderDating (acquired by OneVest), the premier network for entrepreneurs and advisors to connect, share and help one and other succeed. Previously,



Peter Kazanjy
Home District: CA 12

Pete Kazanjy is a serial founder, and seasoned early stage SaaS executive, advisor, and investor. Pete founded TalentBin, a category-defining talent search engine and recruiting CRM, which exited to Monster Worldwide in



Ian Ferguson
Home district: NY 10

Ian is an entrepreneur and a designer in equal measure. Both analyst and artist, he believes that good design and tactical business objectives are inseparable. In 2011, he co-founded Kitchit, a marketplace connecting diners

Jessica led Business Development and was GM of Platforms at Bebo (acquired by AOL), and worked in business development at Hands-On Mobile. She is also a mentor at 500 Startups and sits on the board of the A.Alfred Taubman Institute at the University of Michigan, where she earned her BA. She holds an MBA from Harvard Business School.

early 2014. Pete is passionate about HR tech, marketplaces, and tech-enabled sales and sales operations. Prior to TalentBin, Pete worked in product marketing and product at VMware, having graduated from Stanford in 2002.

with professional chefs for full-service, at-home dining. He exited after five years as Chief of Product and Design. Prior to Kitchit, Ian was a Consultant at Bain & Co. and earned a BA at Yale as well as an MBA at Stanford.