

A stylized illustration of a hand holding a coin. The hand is light tan with a black suit sleeve and white cuff visible. The coin is grey with a dollar sign (\$).

*It's* EXPENSIVE

Three red five-pointed stars arranged horizontally.

*to* CAMPAIGN

Three red five-pointed stars arranged horizontally.

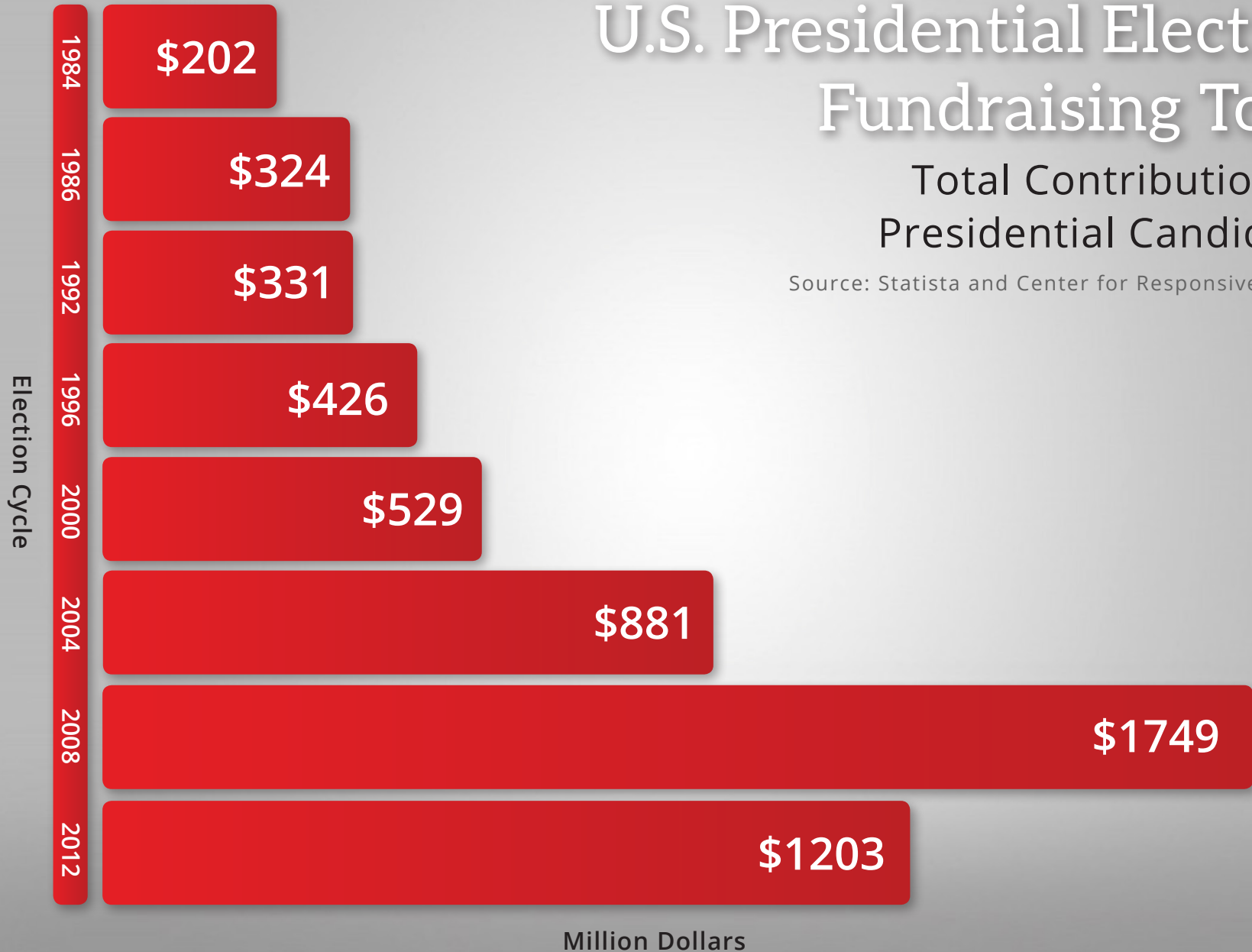
Campaign costs are rising at every level of government



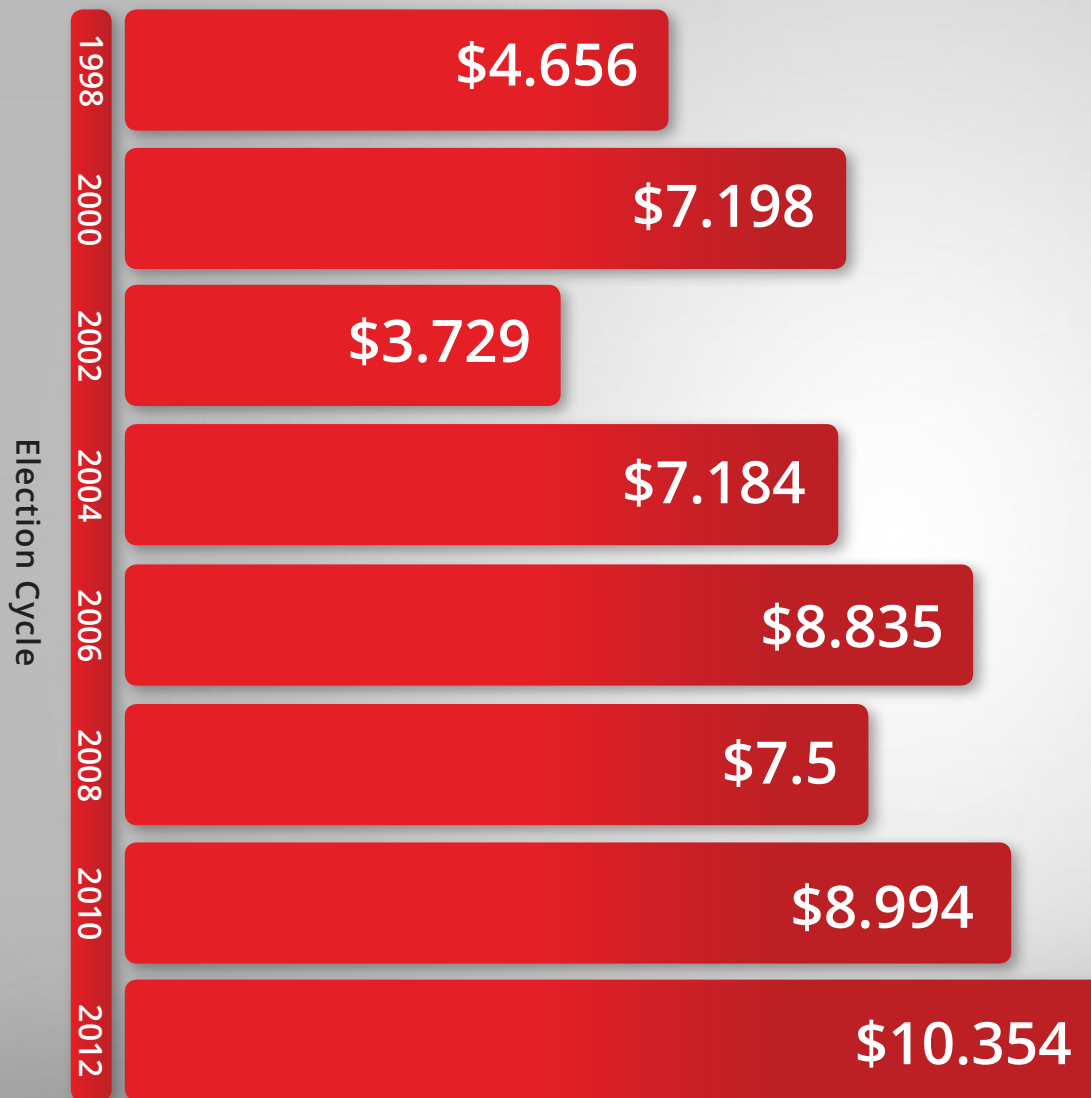
# U.S. Presidential Election Fundraising Total

Total Contributions to  
Presidential Candidates

Source: Statista and Center for Responsive Politics.



Million Dollars



Million Dollars

## Cost of Winning a U.S. Senate Campaign

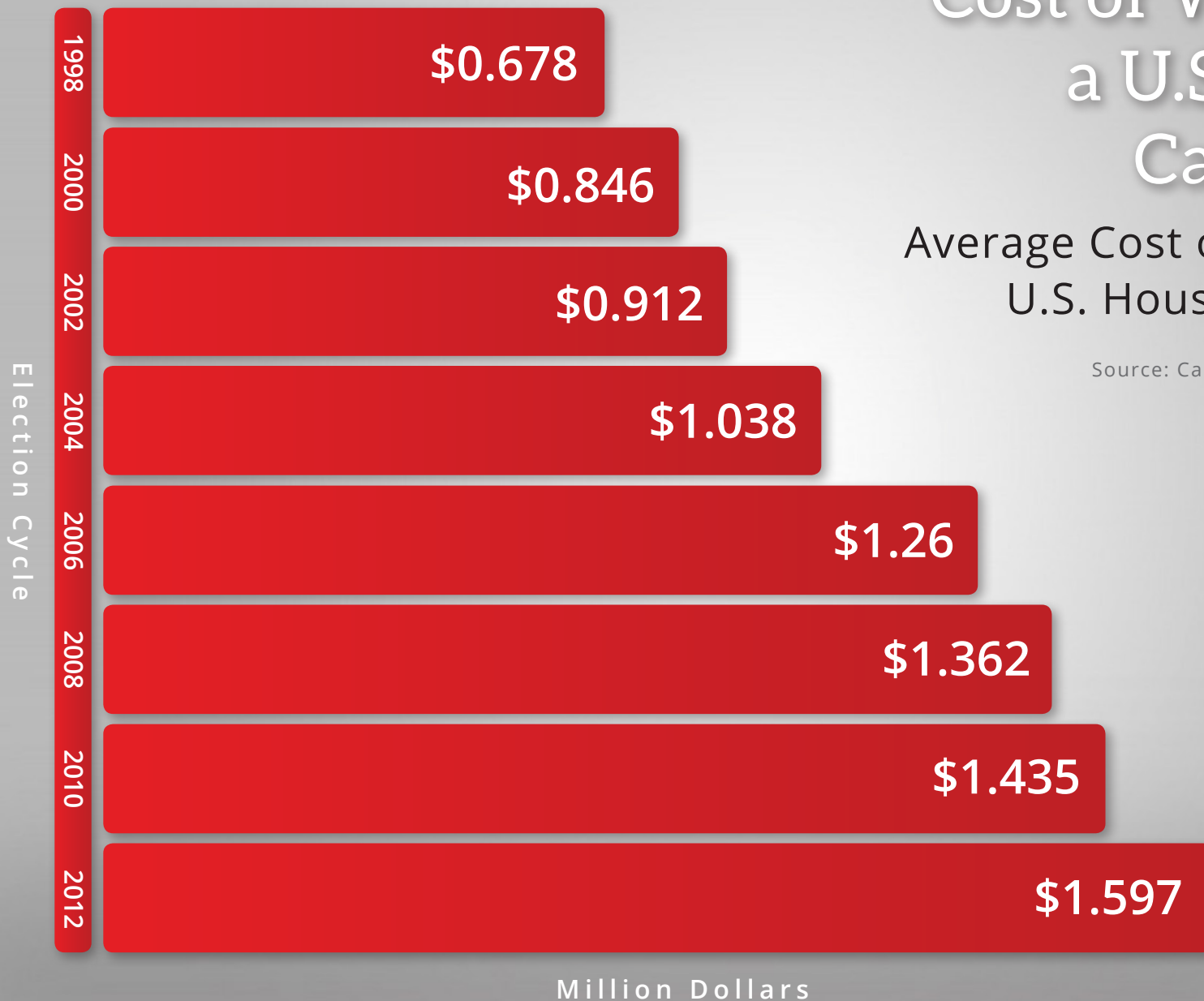
Average Cost  
of a Winning  
U.S. Senate  
Campaign

Source: Campaign Finance Institute

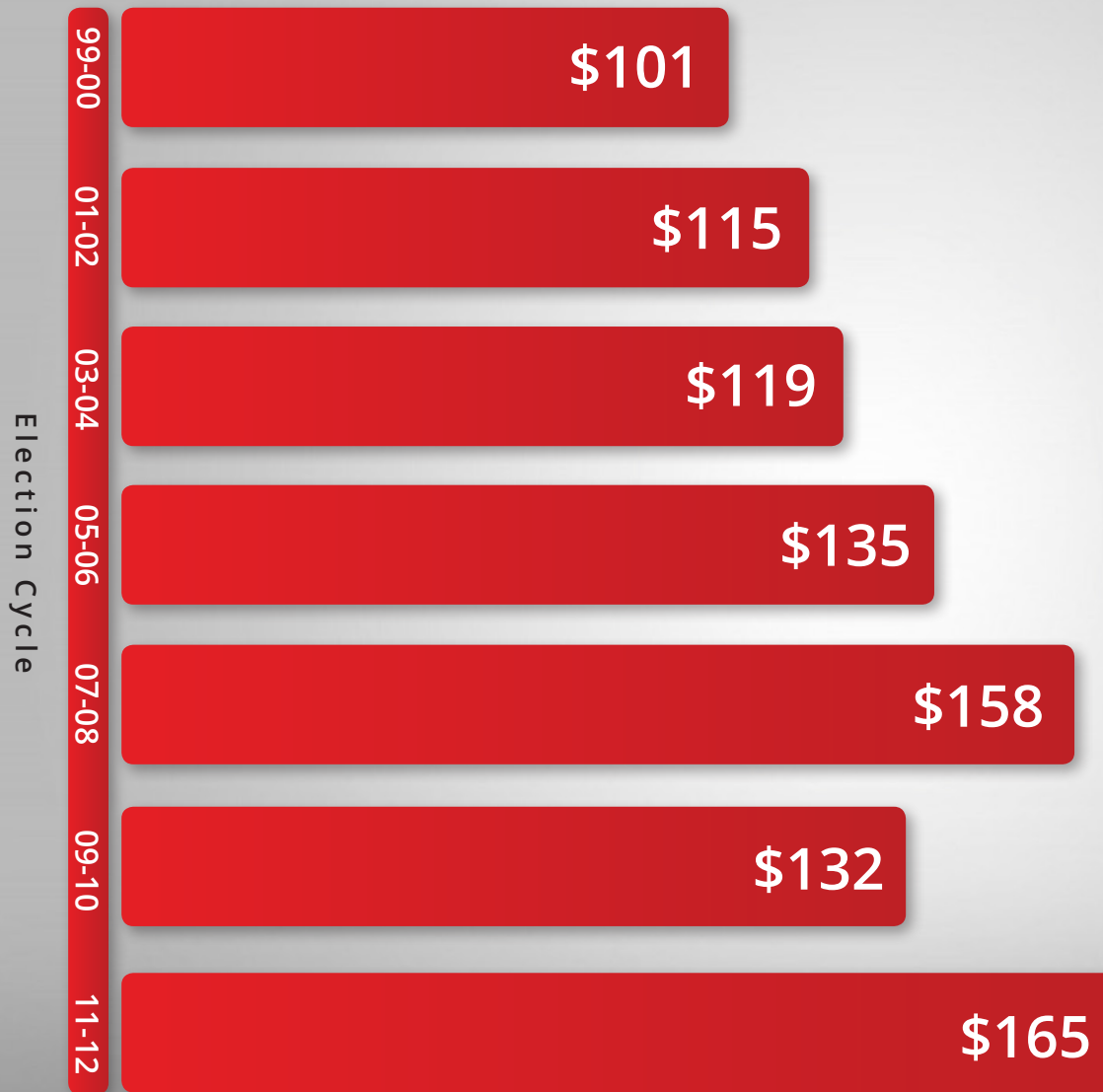
# Cost of Winning a U.S. House Campaign

Average Cost of a Winning  
U.S. House Campaign

Source: Campaign Finance Institute



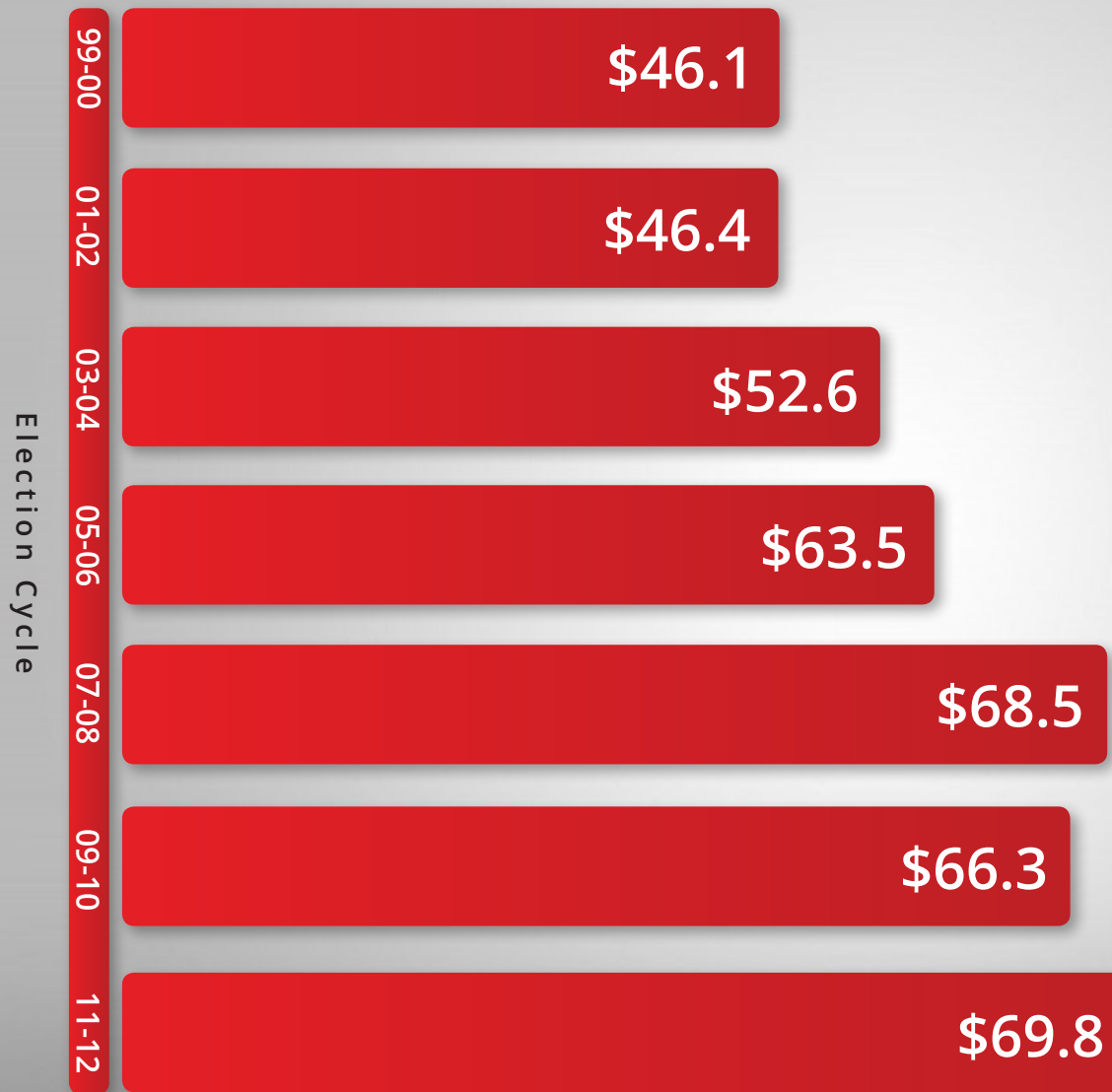
# Fundraising Average State Senate Candidate



Thousand Dollars

Source:  
National Institute on Money in  
State Politics

# Fundraising Average State House/ Assembly Candidate



Thousand Dollars

Source:  
National Institute on Money in State  
Politics



*Campaign Now is a political advocacy marketing firm headquartered in Milwaukee, Wis. The company was founded in 2008 by John Connors with the goal of creating a trusted and flexible firm with a young, talented team that offers a full-service approach to direct grassroots marketing. The Campaign Now team includes specializations in voter contact, telemarketing, fundraising, and digital solutions to serve a thriving political- and issue-advocacy market.*