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Yesterday's shortfall

DanMcCready.com [info@danmccready.com]

Sent: Monday, September 02, 2019 10:50 AM

To: [Steve Johnston](#)



Steve -

I'll dive right in: I'm reaching out with a quick update on our fundraising to ask if you can [make a \\$3 contribution before the end of the day.](#)

We started the weekend strong. This grassroots team helped us keep our pace up. But yesterday, our fundraising started to slow down, and it still hasn't picked back up today.

I know it's a long weekend, but with 8 days to go in our special election, we really cannot afford to fall behind on our goals. We still have a number of turn out programs and ads that we need to fund.

We have to make final budget decisions soon, and my hope is that we don't have to scale anything back when we need to be ramping up.

But that means we need a lot of our grassroots supporters to step up today.

[Will you pitch in \\$3 today? Every dollar will be immediately invested in turning out as many of our voters as we possibly can.](#)

I've seen what this team is capable of, and if we all do our part, we can make up for yesterday's shortfall and get our fundraising back on track.

The only way we'll meet the challenge of this moment is if we do it together.

- Margaret Nelson
Finance Director

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