

Blog

WinRed Launches New Online Fundraising Platform To Help Republicans Win In 2020

June 24, 2019

WinRed today announced the launch of its new campaign fundraising platform that will begin to revolutionize the way Republicans and center-right organizations raise money online, finally taking on the challenge of the Democrats’ ActBlue fundraising platform. WinRed combines industry-leading technology and a partnership with Data Trust, the premiere political data provider for Republican and conservative entities. Together, WinRed will be a platform for GOP candidates and conservative causes to power their campaigns to victory in 2020 and beyond.

Campaigns can sign up for WinRed at WinRed.com starting now and will be onboarded on a rolling basis starting this week. President Trump’s campaign and the national party committees have already begun phasing their online operations over to WinRed.

“The Trump campaign will be the most innovative Presidential campaign in American history, and WinRed is a critical component of our strategy,” said Brad Parscale, campaign manager for the Trump campaign. “Trump supporters are the most enthusiastic in American politics, and with WinRed, we will have the cutting-edge technology needed to translate grassroots enthusiasm into the resources we need to win in 2020.”

The four largest Republican online fundraising entities are now joining WinRed: President Trump’s re-election campaign, the Republican National Committee (RNC), the National Republican Senatorial Committee (NRSC) and the National Republican Congressional Committee (NRCC). Working together with GOP candidates up and down the ballot, WinRed represents a game-changer for turning grassroots enthusiasm into online fundraising and then into votes. It is therefore a key component to a winning strategy for 2020 and elections to come.

“Under the leadership of President Trump, the RNC has developed a record-breaking fundraising operation over the last three years, and WinRed will take us to another level,” said RNC Chairwoman Ronna McDaniel. “WinRed is building infrastructure to unify and modernize Republican fundraising for years to come. WinRed will help Republicans up and down the ballot to more creatively and efficiently raise campaign dollars online, direct resources where they are needed most, and most importantly win elections in 2020 and beyond.”

“WinRed is an important first step in leveling the playing field in the small-dollar donor race,” said NRSC Chairman Todd Young. “Defending the Senate is crucial to stopping national Democrats’ extreme socialist policies, and doing so will require an unprecedented effort. A unified GOP fundraising platform will allow us to harness the enthusiasm for President Trump’s agenda, build a long-term small-dollar network and win in 2020.”

“WinRed is the future of Republican online fundraising,” said NRCC Chairman Tom Emmer. “When our campaigns commit the resources necessary for this new era of digital fundraising, WinRed will be a major asset in our fight to take back the House.”

“Our clients know that data quality makes the difference between winning and losing campaigns,” said Data Trust Chairman Henry Barbour. “WinRed not only will greatly expand Republicans’ access to online donations, but it will also help Data Trust improve the quality of political data available to the Republican and conservative ecosystem.”

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WinRed Processes \$1.2 Billion in 2022 Cycle, Raises More per Donor than ActBlue

WinRed has become the centralized home for donors supporting GOP candidates and committees: 2.5 million donors gave \$1.2 billion to fuel Republican campaigns in the 2022 midterms, which ...

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