



10/12/11

To:
The Fair Political Practices Commission
428 J Street,
Sacramento, CA 95814

Ref: My comments - Section 18421.31, Text Message Contributions

Dear Sir / Madam:

I have 20 years of experience building software systems and technologies for political campaigns. I co-founded Voter Activation Network, Inc, the predecessor to NGP Van, which is today one of the world's most powerful and sophisticated voter data system and campaign management system, used by the Democratic Party. I am currently launching rVotes, LLC, another equally comprehensive system for use by the Republican Party and other conservatives.

Technologically speaking, it is very easy to match donors that text their intention to donate, with one or several independent databases, and a match can be done securely via the Internet within seconds. Ironically, this matching is even more efficient and reliable if done via Text messaging than when compared with how it's done today, since there would be no need for a volunteer to do so manually. Today, such checking is often done by telephone volunteers by manually cross-checking existing databases, which is a cumbersome, expensive, and time-consuming process.

With today's technology found in systems like I've built, the pieces of the puzzle for identifying small-denomination donors by Text can come together quite easily and instantly. I know of at least one such system in existence today.

It is rare to come across opportunities that positively affect our great democracy, and this legislation has such a potential. I support the passing of this legislation.

Yours truly,

Steve Adler
rVotes, LLC
1151 Vineyard Road, Saunderstown, RI 02874