



April 15<sup>th</sup>, 2024

To Whom It May Concern,

As we all know, dollars raised online will play a pivotal role in helping Republicans win this cycle.

With the RNC now joining President Trump's campaign in a joint fundraising committee, we're issuing new guidelines for candidates and committees who choose to use President Trump's name, image, and likeness in fundraising solicitations.

Beginning tomorrow, we ask that all candidates and committees who choose to use President Trump's name, image, and likeness split a minimum of 5% of all fundraising solicitations to Trump National Committee JFC. This includes but is not limited to sending to the house file, prospecting vendors, and advertising.

Any split that is higher than 5% will be seen favorably by the RNC and President Trump's campaign and is routinely reported to the highest levels of leadership within both organizations.

Additionally, President Trump's campaign and the RNC strive to treat our donors with the utmost respect. When using President Trump's name, image, and likeness, we ask that all campaigns and committees abide by the following messaging guidelines.

Language and tactics we ask for candidates and committees to avoid while using President Trump's name, image, and likeness are:

- Speaking on behalf of President Trump.
  - An example of this would be saying, "President Trump needs you". Only President Trump and authorized personnel on his campaign are allowed to speak on his behalf or any other views he might personally hold.
- Questioning the readers' support of President Trump or tying their support to a financial contribution.
  - An example of this would be "If you support President Trump, you'll contribute now."
- Creating memberships, clubs, or rewards that are not authorized by the campaign.
  - An example of this would be a "Trump Gold Club".

- Using "matching" language or implying the readers' donation has a larger impact than its face value in conjunction with President Trump's name, image, and likeness.
  - President Trump's campaign and the RNC do not use this tactic, and we're asking all campaigns to avoid this type of language when President Trump is mentioned, or his image is used.
- Using a "reply to donate" or "one-click donation" features when mentioning President Trump.
- Any mention of the President's family without their consent or the consent of the campaign.
- Impersonating President Trump or his campaign.
  - This includes mimicking the President's logo, using subject lines that make it appear the sender is President Trump or his campaign, or egregiously copying the language or style from President Trump's fundraising solicitations.

These examples above are by no means an exhaustive list of language and tactics we'd like for campaigns to avoid. We ask that you please use your best judgment.

Any vendor whose clients ignore the guidelines mentioned above will be held responsible for their clients' actions.

Repeated violations will result in the suspension of business relationships between the vendor and Trump National Committee JFC. This includes list rental agreements.

As the top Republican digital vendors, we ask that you inform your clients of these new guidelines, and to use your best judgment when mentioning President Trump.

Finally, all committees that have been given the [Trump Seal of Approval](#) will be allowed to have one upsell that is personally signed by President Trump. We've seen upsells signed by President Trump have the highest conversion rates and dollars per view. All we ask for is a 1% split on these upsells.

These upsells and any questions pertaining to the guidelines above can be sent to [darren.centinello@djtfp24.com](mailto:darren.centinello@djtfp24.com).

Thank you in advance for your cooperation,

Susie Wiles & Chris LaCivita  
Donald J. Trump for President Co-Campaign Managers

Paid for by Trump National Committee JFC, Inc., a joint fundraising committee of Donald J. Trump for President 2024, Inc. and the Republican National Committee.