

Money in politics

When I ran for office that year, there were three main models of funding a Senate race:

(1) ask lots of rich people and PACs for money; (2) hope that a super PAC would support you; (3) finance your campaign with your own personal fortune. We decided to try a fourth model: launch an online small-dollar fundraising effort.

Elizabeth Warren, Persist on her 2012 run for the Senate, which she won