

More
Perfect
Union



Understanding the Problem

Our Government is Broken

American Democracy – a government of the people and by the people is no longer working for people.

Extremism and ideology continue to supersede moderation and progress. The American people are losing faith and trust in the institutions of government.

No one is happy – not Republicans, not Democrats, not Independents.

Americans believe their elected officials are putting their party and their personal interests ahead of the people. Political leaders on both sides of the aisle are creating division and pitting groups of Americans against each other.

This leaves us unable to face or solve many of the imminent challenges threatening the American way of life.

01. *Meaningful reform can't happen today without significant changes.*



- There are very few competitive general elections, and the primary election process rewards extremes. Outside groups provide millions of dollars in support to candidates who pass their ideological purity tests.
- There are very few groups who advocate for moderation, common sense, or middle ground.
- In the recent past, there were elected officials on both sides of the aisle who were willing to come together and find compromise. As they have retired or left office, they have been replaced by rigid ideologues.
- Due to how elections are funded and run, incumbents have benefited from the status quo - gridlock and deep partisanship.

02. *The Democracy Reform Movement lacks resources and coordinated leadership.*



- There are a ton of really smart, patriotic people and organizations doing great work attempting to implement reform, but their efforts can't get momentum.
- The system can easily block their growth because the efforts are fragmented and poorly resourced.

03. *The voice of the people has been lost.*



- Americans no longer trust the government. They've lost faith in our system, in our elected officials and in each American's ability to have a meaningful impact in our society.
- Most Americans believe that our government is controlled by special interests on both sides, and they're right.
- This has eroded the social contract between citizens and government creating widespread derision, frustration and apathy.
- Restoring this faith and truly giving American citizens a voice is essential to any lasting progress. Successful reform relies on the support and buy-in of the people.
- Our citizenry must feel like they are part of the solution. Doing so will restore agency, pride and a feeling of ownership.

Our Strategy to Fix It



01. *Set the Conditions for Change: Senate Fulcrum*



- Elect 3 new country-first candidates to the U.S. Senate in 2022.
- Forms a powerful swing vote for reform and smart, people-driven legislation.
- MPU will target open seats and only play in Primaries in deep Red & Blue states.
- MPU will be the dominant player in each race: \$1M hard money + minimum of \$5M independent expenditures per race.
- Carrot and stick: MPU provides financial support and political air cover to reward and hold accountable fulcrum Senators once elected.
- Why the Senate and not the House? The major cause of the dysfunctionality and gridlock in Congress is in the Senate, and the Senate is a longer, 6-year play that gives the fulcrum members enough time to get meaningful legislation passed.

02. *Build a Veteran-led Movement for Unity & Reform*



- More Perfect Union Chapters become the next generation of American civic organization to take the baton from groups like Kiwanis, Lions, & Rotary.
- Forms a base of support for the fulcrum and informs the reform & policy agenda.
- Keeps MPU grounded in and relevant to the American people.
- Brings citizens into the problem-solving and gives them a role in informing which ideas win.

03. *Accelerate Change: Pass a Federal Reform Bill*



- The bill's focus will include electoral reform, structural reform in Congress, ethics reform, and campaign finance reform.
- The bill removes key obstacles to democracy reform at the federal and state level and accelerates reforms nationwide.

04. *Scale Change: Fund & Support Winning Ideas*



- Identify top democracy reform orgs and enable them to scale their impact by providing funding, research, branding and communications, and advocacy.
- Organize, coordinate and align these top organizations to more readily achieve common goals for successful systemic reform.

Founder

Jake Harriman



- Grew up in poverty in rural West Virginia
- United States Naval Academy
- Combat veteran, Iraq – Marine Infantry and Force Recon
- Saw in combat that defeating the systemic problem of violent extremism required targeted strategies to address root causes and contributors – enrolled at Stanford Graduate School of Business to build an organization to do just that
- Created Nuru International to eradicate extreme poverty in highly fragile regions to help defeat violent extremism: built a 200-person global team and raised \$60M over 12 years to impact 140,000 people in remote, fragile regions
- Helped draft and pass the Global Fragility Act of 2019 to change the way the U.S. government engages with fragile states to help defeat violent extremism
- Keynote speaker and leadership trainer & coach for entrepreneurs and executives
- Presidential Leadership Scholar, White House Champion of Change, Goldman Sachs 100 Most Intriguing Entrepreneurs, Dalai Lama Unsung Hero of Compassion
- Featured in New York Times, Forbes, Huffington Post, Stanford Magazine, CNN, Fox News, MSNBC's Morning Joe, Al Jazeera, ABC, BBC World Service, Christian Science Monitor, Devex

