

Restructuring ActBlue

SOMERVILLE, MA — ActBlue announced a series of changes today, including the difficult decision to reduce our personnel by approximately 17%. This move is part of a restructuring that will set the nonprofit on a path to grow its strategic impact and be of greater service to the campaigns, organizations, and donors who use the platform and ensure the organization’s long-term financial sustainability.

Departing union and non-union staff will be offered 8 weeks pay and benefits as well as opt-in opportunities to have their contact information shared with prospective employers in the space.

“We have seen strong fundraising for Democrats and progressives across the country over the past two cycles, and we very much expect that strong fundraising to continue,” **said CEO & President, Regina Wallace-Jones**, “But we need to ensure we are serving our users as sustainably and effectively as possible during the 2024 cycle and beyond. The center of our work is providing a technology platform for campaigns, organizations, and donors to drive change, and we are looking to focus our efforts on innovating and expanding our product while also controlling our costs.”

This reduction will mainly take place on the non-technical side and allow ActBlue to rebalance and reposition the organization, allowing it to add some technical and specialized roles to ensure it can continue to deliver a best-in-class platform.

We have deep respect for unions and our two staff unions at ActBlue, one with a collective bargaining agreement in place, and one with whom we have begun negotiations for a first CBA. We are committed to working with them on these changes in a productive manner and according to our contractual and bargaining obligations.

Along with a reduction in force, ActBlue will be restructuring many teams across the organization in an effort to both become more efficient and build on previous successes so that ActBlue can make its tools an even bigger strategic advantage to Democrats.