



Americans for Decency in Government, Inc.

A Nonpartisan 501(c)(4) Nonprofit



*Working for more effective,
trustworthy government at
every level, and a public less
divided by politics.*



Executive Summary

Americans for Decency in Government (ADG) is a nonpartisan, volunteer-led 501(c)(4) nonprofit with a clear and urgent mission to improve government at all levels by:

- Making basic human decency a core expectation for public officials
- Encouraging civic engagement that rewards decent conduct and holds indecency accountable
- Providing education, tools, and programs that help citizens evaluate leaders more fairly
- Helping restore public trust and reduce partisan division with standards that apply across party lines

ADG defines basic human decency based on observable behavior (i.e., words, actions, & affiliations). We believe:

Public officials should strive to:

- Treat all people with respect and dignity.
- Be honest and honor commitments (large and small).
- Consider the impact of one's actions on others.
- Never take advantage of or mistreat others.
- Never tolerate cruelty, humiliation, or harm.
- Admit mistakes and take reasonable steps to address any harm.
- Work to improve personal tendencies that negatively impact others.
- Support accountability grounded in evidence, not personal animus.
- Support equal impartial application of the law and due process.

Decency doesn't require:

- Perfection, selflessness, or a lack of ambition.
- Alignment with any specific political party, platform, or ideology.
- Specific religious beliefs.

Advancing our mission through practical tools:

- **The Patriot's Pledge of Basic Human Decency:** A voluntary commitment for candidates and public officials to strive to uphold the ideals of basic human decency.
- **The Basic Human Decency Scorecard:** A behavior-based evaluation framework that assesses public officials using pre-established criteria rather than ideology or party affiliation.
- **Citizen Guides:** Content that helps citizens apply decency standards in civic life, public meetings, online discussions, difficult conversations, family conversations, workplaces, and faith communities.
- **Case Studies and Public Education:** Resources showing that decency in government is not weakness; it is effective leadership that can produce real benefits for citizens and institutions.

Why ADG Matters

Americans are deeply divided, but shared decency can still help bridge the gap. ADG provides a practical framework to:

- Define the decency standard
- Measure conduct fairly
- Research the impacts of indecency and decency
- Educate voters and communities
- Hold leaders accountable
- Reward public officials who strive to meet a higher civic obligation
- Begin healing our partisan divide



Board of Directors



Michael Cannon
Board Chair

Founder of Americans for Decency in Government. Michael holds a Mechanical Engineering degree from GA Tech and a Master of Education from George Washington Univ. He is a former naval officer with over 20 years leadership experience at IBM, Cisco, and Red Hat. Michael is passionate about making a positive difference for our country.



Brian Klemm
Board Secretary

Co-founder of Americans for Decency in Government. Brian holds Master of Laws and Juris Doctor degrees from NYU and Seton Hall. He has over 20 years experience at SAS and Red Hat as a corporate attorney with deep expertise in global corporate compliance and ethics. Brian's strong commitment to integrity and fairness aligns perfectly with ADG's mission.



Colleen Suite
Board Treasurer

Colleen holds a Finance/Management degree from SUNY Polytechnic Institute. She founded Venture Back Office, she spent more than a decade leading the firm and supporting venture capital and private equity firms with the financial and operational backbone they rely on. As a former controller at Aurora Funds, she built a deep command of corporate finance, financial modeling, and due diligence. That track record of financial leadership makes Colleen a strong steward of ADG's resources and a trusted voice on the board.



Katharine Kollins
Board Member

Katharine earned her MBA and Master of Environmental Mgt from Duke University. She currently leads the Southeastern Wind Coalition across 11 states and sits on the Board of Advanced Energy where has been elected both Treasurer and Secretary. Katharine has a long history of working across party lines with Republicans and Democrats in state and local government including appointments to NC's Offshore Wind Task Force by Gov. Roy Cooper and NC's Energy Policy Task Force for by Gov. Josh Stein. Katharine's energy, expertise, and judgment make her an invaluable member of the board.



Colonel James Saenz (Retired)
Board Member

A West Point graduate, Jim served more than 30 years in the Army, mostly in Special Forces (the Green Berets). He went on to serve as Dep. Assist. Secretary of Defense and helped lead operations at the Washington MTA. Jim has worked with the Department of Defense, State Department, intelligence community, and members of Congress. Today he advises companies and nonprofits and leads the Hispanic Veterans Leadership Alliance. Respected across the aisle and at every level of government, Jim brings ADG both credibility and reach.

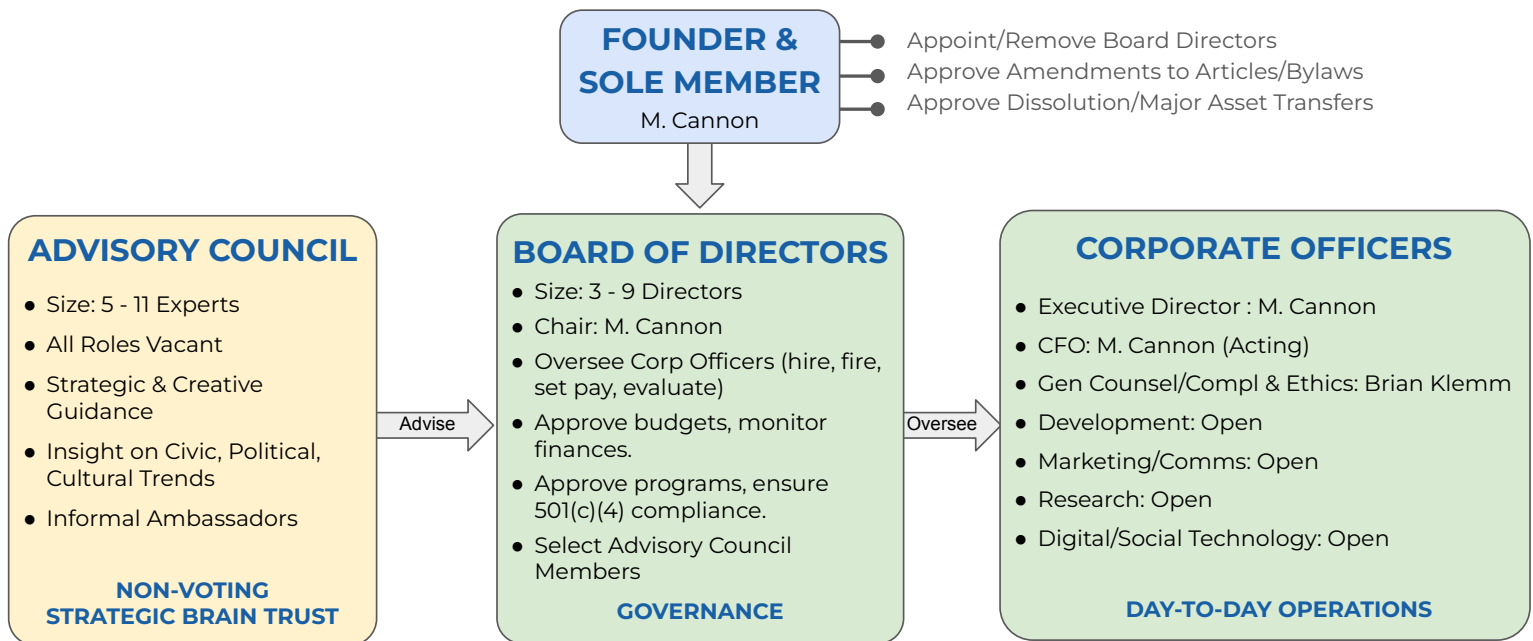


John Singleton
Board Member

John holds a Bachelor's degree Journalism and Political Science and a Master's in Education from the University of Georgia. He served over 20 years as Director of International Services at Texas Christian University with expertise centered on strategic planning and immigration law compliance. Extensive experience in regulatory oversight and institutional integrity. John's desire to give back by supporting ADG led him to join the board.



Legal Structure: 501(c)(4) Social Welfare Non-Profit



North Carolina Nonprofit Corporation Articles of Incorporation Filed March 25, 2026.
North Carolina Tax Exempt Status Approved April 15th, 2026.

Time Commitments

Advisory Council:

- One or two 15-30 minute calls per year
- Optional responses to occasional email questions.

Board of Directors:

- Quarterly or Semi-Annual 60-90 minute virtual meetings
- Optional responses to occasional email questions.

Corporate Officers

- Weekly involvement with meetings and individual duties

Corporate Governance and Policies

Available For Review Upon Request:

- ADG Articles of Incorporation
- ADG By-Laws
- Conflict of Interest Policy
- Website Privacy Policy
- Donor Privacy Policy
- Website Terms & Conditions
- Artificial Intelligence Use Policy
- Document Retention and Destruction Policy
- Whistleblower Policy



Now Is The Time For ADG

17% of Americans trust the federal government to do what is right

[Pew Research Center, 2025 — near the lowest ever measured](#)

65% feel exhausted when thinking about politics; 55% feel angry

[Pew Research Center — feelings about politics](#)

40%+ of partisans view the other party as a threat to the nation

[Newsweek, October 2022](#)

8 in 10 say parties cannot agree on basic facts

[Pew Research Center, July 2025](#)

Norms Are Eroding Faster Than They Can Be Repaired

Public conduct once considered disqualifying has become routine and normalized. Without a clear, published standard, the line for acceptable behavior keeps moving and erosion accelerates.

Americans Want Decency Across Party Lines

Polling consistently shows large bipartisan majorities want civility, honesty, and respect from elected officials but no organization currently grades them on it using identical, behavior-based criteria.

AI and Social Media Have Reshaped the Battlefield

Algorithms reward outrage, AI scales misinformation, and platform incentives push officials toward conduct that wins clicks but corrodes public life. The cost of indecency has never been lower, until now.

Early Action Builds the Foundation That Matters

Permanent civic institutions are built between election cycles, not during them. Launching ADG now establishes the legal, research, and digital infrastructure to outlast any single campaign or news cycle.

ADG is working to narrow the divide

- Setting expectations that are public, consistent, and reasonable.
- Giving citizens the tools to reward decent conduct and respond to indecent conduct.



Decency in Practice

Examples from the recent past

Decency

Shane Massey (Republican majority leader of the SC Senate) stood before his colleagues and gave a speech saying Republicans in SC should not eliminate Representative James Clyburn's House seat or try to destroy the Democratic Party in their home state. He made an argument that we rarely hear any politician make. "Republicans are stronger when the Democrat Party is vibrant and viable,"

[Source: CSPAN: SC Senate Debates Congressional Redistricting \(May 12, 2026\)](#)

Lack of Decency

During a highly contentious House Oversight Committee markup, **Rep. Jasmine Crockett (D-TX)** responded to a personal insult from a Republican colleague by using the microphone to attack her colleague's physical appearance, describing her as having a "bleach blonde, bad-built, butch body." In the days following the hearing, Crockett moved to trademark the phrase to sell campaign merchandise.

Rep. Scott Peters (D-CA) worked to reintroduce the Fiscal State of the Nation Act, which mandates that Congress use impartial GAO data rather than partisan talking points to manage the national debt, grounding policy in verified evidence.

During a formal Senate committee hearing, **Sen. Markwayne Mullin (R-OK)** read a critical social media post written by a witness (a labor union president) and repeatedly challenged the citizen witness to a physical brawl. Mullin stood up from the dais and began removing his ring to fight before the committee chairman intervened to stop the altercation.

Risks & Challenges

We will be challenged... on our judgments, our motives, and our independence. We expect it, and we have designed ADG so the answer to every challenge is the same: published criteria, documented evidence, equal treatment, and transparent appeals.



Accused of Partisan Bias

Any organization that holds public officials to a standard of conduct may be accused of partisan bias. Partisans on any side may suspect ADG of being a front for their opponents, especially when decency failures appear concentrated against them.



Disputed Scorecard Ratings

Officials and their supporters may dispute specific findings, point ratings, or omitted context — sometimes legitimately, sometimes strategically.



The Cynicism Wall

A meaningful chunk of the electorate believes politics is inherently indecent and that asking for better is naïve. Converting that audience is a heavier lift than persuading the already-sympathetic.

OUR ANSWER — BUILT INTO THE DESIGN



Consistent Methodology

- Identical criteria, evidence standard, and scoring rules applied to every official — published in advance, revised in public.
- Coverage balanced across parties; we will publicly report the partisan distribution of officials scored each cycle.
- Advisory Council intentionally built with cross-spectrum membership.



Transparent Appeals Process

- Every scored official receives a pre-publication review window to respond and submit evidence.
- Formal appeals reviewed by a panel that includes at least one member not involved in the original scoring.
- Corrections logged publicly with version history — the scorecard shows what changed and why.



Bi-Partisan Leadership and Governance

- The political and professional backgrounds of Board members and Advisory Council members are publicly disclosed, allowing observers to verify the breadth of perspectives represented in ADG's leadership.
- ADG's governance documents require ideological diversity as an ongoing standard, not a one-time hiring consideration



Building For The Long Run

Sustainability for the Long Haul

True reform is a marathon, not a sprint. By focusing on these core pillars now, we are shifting from a reactionary campaign to a permanent fixture in civic life. Most advocacy groups flare up during election cycles and fade shortly after; a strong foundation allows this movement to stay the course through every season. Donor support provides the "staying power" necessary to maintain a constant presence in the halls of government, ensuring that decency remains a requirement for public service long after the current headlines have changed.

The Integrity of the Legal Pillar

Every enduring movement begins with a bedrock of legal and structural integrity. Early focus here ensures that the organization is built on a nonpartisan, professional framework that can withstand scrutiny from all sides of the political spectrum. This means establishing a clear charter, robust governance policies, and a firm commitment to transparency. By securing these legal roots today, we protect the mission from partisan drift and ensure that our activism remains centered on universal principles rather than fleeting political trends.

The Data-Driven Research Pillar

The "Decency Dividend" is not just a moral ideal; it is a measurable reality. Building a sophisticated research pillar allows us to translate abstract values into empirical data through the "Decency Scorecard" and "Decency Audit." Early funding powers the deep-dive analysis required to track the economic costs of political gridlock and the social impact of legislative mistreatment. With a strong research foundation, we move beyond mere opinion, providing the public with an objective, evidence-based roadmap for evaluating the conduct of those in power.

The Digital Pillar of Accountability

In a modern landscape, a movement's reach is defined by its digital presence and accessibility. Our digital pillar serves as the "Front Porch" of the organization, providing a transparent dashboard where citizens can access the Decency Scorecard in real-time. We are building a website that is not only emotionally resonant and professional but also highly functional, hosting the tools that allow for year-round accountability. A world-class digital platform ensures that the call for decency reaches a broad swath of people, making the data accessible to anyone with a smartphone.



Where ADG Fits in The Landscape

ADG works within an established ecosystem of respected organizations. We intend to complement their work, not replace it. Naming them openly clarifies what ADG does that they do not, and what they do that we do not intend to duplicate.

Also, a crowded field is a good sign, not a problem. Restoring decency in government is a generational challenge, too large for any single organization to solve alone. Movements that last are made up of complementary groups, each with its own approach, audience, and method, reinforcing one another. ADG welcomes peers such as Braver Angels and the broader field. More voices build cultural momentum that no single group could create on its own.

Some Examples

Organization	Primary focus	Where ADG differs
Braver Angels	Bridges political divides through skill-building workshops, debates, and citizen-to-citizen dialogue, with a focus on civic friendship and reducing polarization at the grassroots.	Braver Angels works on citizen behavior and cross-partisan dialogue; ADG works on official conduct and accountability.
Common Cause	A long-standing democracy-reform organization that publishes a Democracy Scorecard rating Congress on a slate of pro-democracy bills, including voting rights, campaign finance, and ethics legislation.	Common Cause scores members on votes for a defined policy agenda; ADG scores officials on how they conduct themselves.
RepresentUs	A 501(c)(4) anti-corruption organization focused on ballot initiatives, the American Anti-Corruption Act, and state and local campaign-finance reform.	RepresentUs targets corruption as a structural problem of rules, money, and access; ADG targets conduct as a behavioral problem. Different approaches, both useful.
No Labels	Promotes bipartisan cooperation in Congress, helped create the Problem Solvers Caucus, and has at times explored presidential ballot access.	No Labels works inside the political process. ADG's distinguishing feature is its method: a published, behavior-based standard applied identically.
Issue One	Cross-partisan democracy reform led by a coalition of former members of Congress, focused on legislative reform of money, ethics, and election systems.	Issue One pursues structural and legislative reform; ADG pursues conduct-based accountability through citizen-facing evaluation and education.
Bipartisan Policy Center	A think tank founded by former Senate majority leaders that produces bipartisan policy analysis and negotiation across health, energy, housing, and governance.	The BPC produces policy through expert convening and works upstream of legislation; ADG evaluates the conduct of the people doing the legislating.
The Lugar Center	A nonpartisan policy center founded by former Senator Richard Lugar, best known for its Bipartisan Index measuring how often members of Congress work across party lines.	The Lugar Center measures bipartisan cooperation in lawmaking through a single quantitative index; ADG evaluates a broader set of conduct.

The gap ADG fills. Each of these organizations does important work, and several do work ADG will not duplicate. What none of them does, and what we believe needs doing, is publish a consistent, behavior-based, cross-party evaluation of how individual officials conduct themselves, supported by documented evidence and a transparent appeals process. That is our lane.



Funding Model

ADG is an volunteer-led 501(c)(4) raising startup capital to launch our research, scorecard, and education programs. We are committed to ethical and lawful fundraising practices, including financial transparency and accountability on funding sources and use of funds..

HOW ADG IS FUNDED



Founder & Leadership Gifts

Initial capital from the founder and a small circle of leadership donors to fund formation and Year-1 launch.



Individual Donors & Supporters

Grassroots contributions from citizens who want decency rewarded in public life. Recurring monthly giving is core to long-term sustainability.



Nonpartisan Foundations

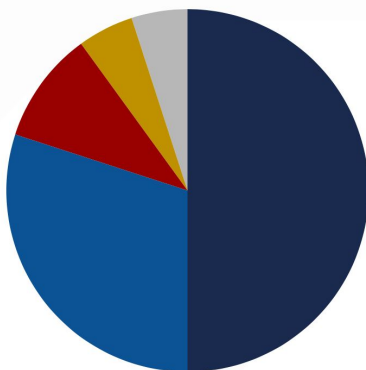
Grants from civic, democracy, and good-government foundations, sought on a balanced basis and disclosed.



What We Don't Accept

No funds from candidates, candidate committees, or political parties. No paid placements on the scorecard, website, or any ADG content or programs... ever.

WHERE EARLY FUNDS GO (YEAR-1 BUDGET)



Programs	50%
<i>Pledge, Research, Comms</i>	
Infrastructure	30%
<i>CRM, tools, productivity</i>	
Legal & Compliance	10%
<i>Formation, governance</i>	
Insurance	5%
<i>D&O + general coverage</i>	
Contingency	5%
<i>Unanticipated costs</i>	

YEAR-1 TARGET RAISE

\$100,000



OUR TRANSPARENCY COMMITMENTS

- Annual budget and audited financials published once available.
- Required 501(c)(4) disclosures filed and posted to our website.
- Major donor categories disclosed; no scorecard influence — ever.



Programs

ADG's goals depend on more than a stated belief in decency; programs are what turn that belief into something people can act on, measure, and hold leaders to.

Without programs like the ones on the following pages, decency remains an idea most people claim to support but no one can implement as a standard for public service.



Patriot's Pledge of Basic Human Decency

The Pledge

As a public official, I acknowledge that for our government to be most effective and for our country to thrive, those entrusted with public power must strive to act and speak with basic human decency. I recognize that basic human decency is a civic responsibility that transcends political party, ideology, and personal ambition.

I will strive to consistently meet the following standards:

- **Respect for All:** *I will treat every person, including political opponents, with respect and dignity, regardless of their economic or social status, political party, religious affiliation or ideological beliefs. I will avoid rhetoric and conduct that demeans, dehumanizes, or needlessly inflames.*
- **Integrity & Honesty:** *I will be truthful and honor my commitments. I will to the best of my ability, support and defend the impartial application of the laws of the United States and will endeavor to avoid making decisions that are arbitrary or capricious.*
- **Honor:** *I will prioritize identifying and solving problems to improve the lives of my constituents. I will weigh the institutional and human impacts of my actions and will seek to avoid partisan obstruction that does not serve the public interest. I will not knowingly mistreat, exploit, or neglect the people I serve.*
- **Humility & Accountability:** *I commit to giving credit where credit is due, owning my mistakes, attempting to remedy any harm caused, and pursuing continuous improvement in my public conduct.*
- **Responsible Affiliation:** *I will exercise reasonable judgment to avoid unnecessary alignment with individuals or organizations whose conduct consistently violates the principles of basic human decency described above.*

I pledge a sincere, good-faith effort to model these values in my public service in order to strengthen trust, improve the functioning of government, and support the health of our democracy.

Printed Name

Signature

Office Held

Date

Why It Matters:

- **Turns ideals into action:** The pledge transforms abstract values like respect, honor, and dignity into a concrete, public commitment, giving officials a clear standard to strive for.
- **Creates accountability beyond politics:** By signing, officials voluntarily take ownership of conduct expectations that transcend party and ideology, building accountability rooted in shared civic values rather than political pressure.
- **Makes decency visible and measurable:** Without a written pledge, "decency" remains a vague aspiration that everyone claims and no one is measured against, and gives decent leaders a way to distinguish themselves in an environment too often defined by cynicism.



Decency Scorecard

Purpose:

- Turn abstract expectations into something measurable and comparable, applying the same criteria to every official so conduct can be judged on evidence rather than impressions.
- Educates citizens about what basic human decency in public life looks like, holds officials accountable through transparent evaluation
- Shifts incentives so decent conduct is rewarded and indecency carries a visible cost.

Methodology:

- Focus on observable conduct, documented actions, and verifiable public behavior over time.
- Evaluate public officials based on their demonstrated good-faith effort to act and speak with basic human decency in public life.

Score	Grade	What It Means
90–100	A — Exemplary	Documented patterns of decency across categories. Requires positive evidence in 3+ categories.
80–89	B — Strong	Generally decent conduct with minor documented issues.
65–79	C — Mixed	Documented patterns of concerning conduct, partially offset by positive evidence.
50–64	D — Concerning	Documented patterns of indecent conduct, or one severe finding without offsetting evidence.
Below 50	F — Indecent	Severe, sustained, or compounded findings of indecent conduct.

Standard for Evaluation

1. Mistakes Are Inevitable - Public service is demanding, and errors will occur. Our evaluations consider not only the frequency and severity of mistakes, but also whether an official takes timely responsibility, corrects the record when appropriate, and makes reasonable efforts to address any resulting harm.
2. Ambition Can Be Constructive - We recognize that ambition and strong advocacy are normal and often beneficial in public leadership. Officials are not penalized for pursuing significant policy goals or political success. Evaluations instead consider whether such efforts are conducted in ways that respect the dignity of others and the integrity of public institutions.
3. Legitimate Personal Boundaries Exist - We respect that public officials have legitimate responsibilities to their families, health, and personal lives. Our evaluation does not expect selflessness or constant availability. Rather, we assess how officials conduct themselves within their public role and official duties.
4. Context and Pattern Matter - Individual incidents are evaluated within the broader pattern of an official's conduct. Isolated events may carry less weight than repeated behaviors demonstrating either consistent respect or persistent disregard for basic human decency.
5. Commitment to Fair and Consistent Application - All officials are evaluated using the same published criteria and methodology. ADG does not evaluate based on party affiliation, ideology, or policy positions, but on conduct relevant to the principles of basic human decency.



Decency Scorecard - Behavioral Criteria

The following criteria are preliminary. ADG is in the process of validating the effectiveness of the criteria and our ability to collect data consistently to support fair scoring across party lines.

A. Respect for All (25 points)

- Positive Indicators: Civil, bipartisan public statements; Participation in cross-party dialogue or conflict resolution, Recognition for civility by credible third parties.
- Negative Indicators: Major (Documented harassment, demeaning language, ethics findings); Moderate (Repeated inflammatory remarks, substantiated formal complaints); Minor (Isolated uncivil exchanges or uncorrected inappropriate statements)

B. Integrity & Honesty (25 points)

- Positive Indicators: Voluntary corrections of public misstatements; Public support for impartial ethics investigations; Transparent reporting beyond legal requirement.
- Negative Indicators: Major (Court/ethics finding of dishonesty, interference with investigations); Moderate (Repeated false statements, opportunistic reversals); Minor (Single verified misstatement or minor transparency failure)

C. Honor — Governance Conduct (20 points)

- Positive Indicators: Successful bipartisan legislation sponsorship; Leadership in cross-party problem-solving; Recognized governance effectiveness
- Negative Indicators: Major (Abuse of office, sustained obstruction without constituent justification); Moderate (Persistent procedural obstruction, chronic absenteeism); Minor (Missed votes or minor procedural misconduct)

D. Humility & Accountability (15 points)

- Positive Indicators: Public acknowledgment of mistakes; Corrective action for errors; Proper credit to collaborators; Voluntary cooperation with ethics reviews
- Negative Indicators: Major (Retaliation, refusal to comply with oversight, repeated blame-shifting); Moderate (Failure to acknowledge significant errors); Minor (Isolated defensiveness or delayed responses)

E. Affiliation Risk (15 points)

- Positive Indicators: Public distancing from problematic organizations; Adoption of formal vetting criteria for affiliations
- Negative Indicators: Major (Leadership role in organizations with repeated misconduct); Moderate (Repeated voluntary appearances with problematic actors); Minor (Isolated associations avoidable with reasonable judgment)



Citizen Guides, Case Studies, and Public Education

Equipping citizens to recognize, model, and demand basic human decency.

ADG turns the standards in the Patriot's Pledge and the Decency Scorecard into practical, everyday tools — content that meets people where they live, work, relax, and engage with their government.

Citizen Guides

Plain-language tools for everyday civic life

Practical guidance for applying decency where citizens already engage:

- Public meetings & town halls
- Online discussions & social media
- Difficult family conversations
- Workplace and faith communities
- Productive disagreement with elected officials

Case Studies

Evidence that decency is effective leadership

Documented examples showing decency produces real benefits, not weakness:

- Bipartisan legislation that solved real problems
- Officials who admitted mistakes and rebuilt trust
- Civil discourse that broke real gridlock
- Communities strengthened by respectful engagement
- Cross-party problem-solving in action

Public Education

Making decency standards visible and accessible

Helping citizens, educators, the press, and public officials apply ADG's framework:

- Decency 101: A Citizen's Primer
- Reading the Scorecard: A Voter's Guide
- The Public-Meeting Playbook
- The Decency Dividend: Evidence That It Works
- Decency Online: A Social-Media Field Guide
- The "Difficult Conversations" Guide

Why these tools matter

A scorecard measures conduct; a pledge invites commitment. Citizen Guides, Case Studies, and Public Education turn those standards into something every American can use — equipping voters to recognize decency, giving leaders proof it works, and shifting the culture so decent conduct is expected, rewarded, and learned.



Roadmap

This roadmap summarizes how ADG will grow from a newly formed organization in early 2026 into an impactful civic institution by the end of 2028.

The timeline is staged on purpose, with each phase building on the one before it, so that early work is proven before we expand. We believe this approach is ambitious but achievable.

We begin with the legal and methodological groundwork, test the model in a single state before expanding, and hold off on a national scorecard until the methodology has proven itself.

Additional details of each phase are contained in a separate document “Strategy and Roadmap - How ADG Will Make Basic Human Decency a Standard for Public Service” (May 2026).



DRAFT Roadmap to Impact (2026 - 2028)

✓ Completed ◆ Planned

PHASE 1

Mar - Jun 2026

Form

Stand up the legal entity, founding team, and early infrastructure

- ✓ Establish vision, mission & strategy
- ✓ Incorporate as an NC nonprofit
- ✓ Seat founding leadership
- ✓ Draft early program content
- ✓ Identify initial outside advisors
- ✓ Stand up website, banking, etc.

IMPACT: No impact at this stage, but its a prerequisite for meaningful future impact.

PHASE 2

Jul - Dec 2026

Prepare

Engage with public, officials, and press. \$100K in total donations

- ◆ Gain experience in NC / focus on Pledge
- ◆ Expand Board & Seat initial Adv Council
- ◆ Soft launch in 2nd half of year
- ◆ Press coverage in 1+ NC outlets
- ◆ Fill volunteer staff roles
- ◆ Reach \$100K in donations

IMPACT: A credible, nonpartisan standard exists where none did before, and a first group of officials has publicly committed to it.

PHASE 3

Jan - Dec 2027

Launch

Go Public / Engage Broadly

- ◆ Onboard Heads of Web/Social & Research
- ◆ Enage aligned groups (e.g., Braver Angels)
- ◆ Launch in all regions of USA and Congress
- ◆ Press coverage in multiple states
- ◆ 25K+ monthly web visitors
- ◆ Reach \$500K in donations

IMPACT: Citizens can, for the first time, compare their officials' conduct against a consistent standard. Decent officials have a meaningful credential.

PHASE 4

Jan - Dec 2028

Scale

Continue expanding in scope and impact.

- ◆ Provide quarterly decency reports
- ◆ Score Congress and Presidential field
- ◆ Extend framework
- ◆ Positive national press coverage
- ◆ Referenced by candidates for office
- ◆ Reach \$1M in total donations

IMPACT: The standard is beginning to gain traction: decent conduct begins to bring visible rewards, indecent conduct begins to carry real and recognizable costs.



ADG is, frankly, an act of optimism. It's a wager that Americans across the political spectrum still share more in common than our politics suggests, and that basic human decency is a foundation strong enough to begin rebuilding on.



END OF DOCUMENT