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14 **UNITED STATES DISTRICT COURT**
15 **NORTHERN DISTRICT OF CALIFORNIA**

18 SEAN D. RANDALL, on behalf of himself
19 and all others similarly situated,

20 Plaintiff,

21 vs.

22 CHANGE.ORG, INC.,

24 Defendant.

Case No.: 3:20-cv-03863-EMC

Assigned to the Hon. Edward M. Chen

**DECLARATION OF BENJAMIN JOFFE-
WALT IN SUPPORT OF DEFENDANT'S
MOTION TO DISMISS OR FOR
SUMMARY JUDGMENT**

1 1. I, Benjamin Joffe-Walt, under penalty of perjury pursuant to 28 U.S.C. § 1746,
2 state as follows. I have personal knowledge of the facts stated herein and could and would testi-
3 fy consistent with this declaration at any trial in this matter.

4 2. I am employed by Defendant Change.org, PBC (incorrectly sued as “Change.org,
5 Inc.”). My title is Chief Operating Officer (COO). I have held this position throughout the
6 events at issue in this lawsuit.

7 **A. Change.org’s Business**

8 3. Launched in 2007, Change.org is a public benefit corporation and certified B
9 Corporation organized under Delaware law and based in San Francisco, California. A public
10 benefit corporation has stockholders and is allowed to generate profit, but is required “to operate
11 in a responsible and sustainable manner” and to pursue a stated public-interest purpose set out in
12 its certificate of incorporation. *See* 8 Del. Code Ann. § 362. Certified B Corporations are “busi-
13 nesses that meet the highest standards of verified social and environmental performance, public
14 transparency, and legal accountability to balance profit and purpose.” The certification process
15 is administered by B Lab, an independent nonprofit organization. *See*
16 <https://bcorporation.net/about-b-corps>.

17 4. Change.org hosts and promotes petitions created by members of the general pub-
18 lic on issues of public concern. Popular topics of Change.org petitions include economic and
19 criminal justice, human rights, education, environmental protection, animal rights, public health,
20 and sustainable food. More than 600 million users around the world have created or signed
21 Change.org petitions.

22 5. There is no cost to create a petition on Change.org. After starting a petition, or-
23 ganizers can share and promote it with friends, families, and other supporters, who can do the
24 same in turn. In addition, Change.org cross-promotes petitions to users most likely to be inter-
25 ested in them. For example, Change.org may promote a new petition on an environmental issue
26 to Change.org users who has have signed other environmental petitions.

1 6. Change.org petitions often succeed in creating positive change at the local, na-
2 tional, and global levels. To date, they have resulted in over 64,000 policy victories in 196 dif-
3 ferent countries. Just for example, Change.org petitions have recently helped:

- 4 • pass a law banning female genital mutilation in Massachusetts
- 5 • win exoneration for a wrongfully convicted man serving a 50-year sentence
- 6 • implement price caps on insulin in the state of Colorado
- 7 • secure paid parental leave for all teachers in New York City
- 8 • spur the British government to create a new ministry for suicide prevention
- 9 • obtain release of almost 100 whales confined inhumanely in Russia
- 10 • persuade Starbucks to switch to recyclable and compostable cups
- 11 • convince India to abolish its statute of limitations on child-abuse cases

12 7. Change.org accepts no outside advertising. Instead, its revenue comes from two
13 sources. First, Change.org has over 250,000 members who make small monthly contributions
14 that go toward funding the infrastructure that makes Change.org’s operations possible. Second,
15 Change.org invites users who sign petitions to make a contribution that will be used to further
16 promote the petition they have just signed.

17 8. From its inception through the close of its most recent reporting period (*i.e.*, De-
18 cember 2019), Change.org has never generated a profit.

19 **B. The George Floyd Petition**

20 9. After the May 28, 2020 killing of George Floyd by Minneapolis police officers, a
21 Change.org user named Kellen S. created a petition on Change.org titled “Justice for George
22 Floyd” (the “Floyd Petition” or “Petition”), calling on government officials to prosecute the po-
23 lice officers involved in Mr. Floyd’s death. A true and correct copy of the Floyd Petition is at-
24 tached to this Declaration as **Exhibit A**. The Floyd Petition quickly snowballed in popularity,
25 becoming the most popular ever created on Change.org. To date, it has been signed by nearly 20
26 million people.

27 10. Moreover, as discussed further below, signatories have contributed approximately
28 \$7.7 million toward further promoting the Petition. These numbers are orders of magnitude larg-

1 er than those associated with any previous Change.org petition. By comparison, in 2019, the av-
 2 erage U.S.-based Change.org petition collected just \$45 in contributions, from an average of 3.6
 3 people. Change.org was as surprised as anyone by the unprecedented popularity of the Floyd
 4 Petition.

5 **C. Change.org’s Solicitation of Contributions from Floyd Petition Signers**

6 11. Change.org solicits contributions from petition signatories to fund the promotion
 7 of petitions.

8 12. An explanatory page in the “Support” section of Change.org’s site (“Promoted
 9 Petitions Page”) explains the purpose of such contributions. As of June 6, 2020, when Plaintiff
 10 Sean Randall (“Randall”) made the contribution at issue, the Promoted Petitions Page stated that
 11 “promoted petitions let you pay to show any petition ... to other potential supporters on
 12 Change.org or our distribution channels.” The page further explained that “the more you or oth-
 13 er supporters chip in, the more people will see the petition.” *Id.* In other words, the Promoted
 14 Petitions Page made clear that such contributions go to purchase “advertising” for petitions. *Id.*
 15 A true and correct copy of the Promoted Petitions Page, as of the date Randall made the contri-
 16 bution at issue, is attached to this Declaration as **Exhibit B**.

17 13. Between May 26, 2020 and June 9, 2020, Floyd Petition signatories received a
 18 Promoted Petitions solicitation immediately after signing. A true and correct copy of the se-
 19 quence of screens that a solicited signatory would have seen as of June 6, 2020, when Randall
 20 made the contribution at issue in this case, is attached to this Declaration as **Exhibit C**.

21 14. As of June 6, 2020, the initial solicitation screen shown to signatories of the Peti-
 22 tion (the “Solicitation Screen”) read as follows:

23 Can you chip in \$3 to get this petition on the agenda?

24 You’ve just signed the biggest petition ever on Change.org – and
 25 while George Floyd’s killers have been charged – we are still a
 26 long way from reaching justice. The more signatures this petition
 27 gets the more influence it will have. Chipping in allows
 28 Change.org to put this petition on billboards across the country,
 blanket social media with calls to join, and email the petition to
 millions of people. Can you help out?

1 Become a hero. Join the [number of prior contributors] people
2 helping reach the next goal.

3 Below this text were two clickable buttons: “Yes, I’ll chip in \$3 or more” and “No, I’ll share
4 instead.” See Exhibit C at 1.

5 15. Above this message, a link in red text stated: “More on how chipping in helps this
6 petition.” Clicking on that link was not required to make a contribution. If a signatory did so,
7 however, he or she was taken to a Frequently Asked Questions page on Change.org’s website
8 (the “FAQ Page”), with the headline: “What happens when someone chips in on Change.org?”
9 The FAQ Page contained the following additional statements:

10 1. “Where does the money go? How does the contribution help my peti-
11 tion?”

12 When someone chips in to promote a petition it helps us share it with wide
13 audiences of action-takers in the Change.org community. Each contribu-
14 tion helps cover the costs of distributing the petition to hundreds, thou-
15 sands, even millions more people in the Change.org community, many of
16 whom go on to sign the petition. Together, the signatures help the petition
gain media attention, influence decision makers and propel the petition
toward victory.

17 In short: by chipping in, a supporter can help the petition continue to gain
18 momentum, and get it closer to winning.

19 2. “So, the money that is chipped in doesn’t go directly into a petition
20 starter’s bank account?”

21 That’s correct. Our Promoted Petitions tool is not a typical online fund-
22 raising tool. We know that fundraising for an issue is incredibly important
and we’re glad there are tools out there that can help.

23 Promoting a petition on Change.org fills a different critical need for cam-
24 paigns to be successful: it specifically helps the petition be seen by far
25 more people than would otherwise see it through standard social media
shares.

26 3. “Where does Change.org display a promoted petition to make sure it’s
27 seen by more people?”

28 Once a petition is promoted, we will immediately start to display that peti-
tion to other action-takers who are most likely to support the cause. It’s

1 what a contributor is paying for, and we take it seriously. You'll see pro-
2 moted petitions displayed in a number of places including our homepage,
3 nearly every page of the website, in our Change.org emails that are sent to
4 millions of people, on social media and more. New people can then be-
5 come aware of this campaign and choose to sign it.

6 4. "When someone chips in, do they know how their money will be
7 spent?"

8 As a supporter is agreeing to chip in toward a petition, we display [the
9 Confirmation Screen discussed infra] to make it clear how their money
10 will be spent.

11 The amount of money the supporter wants to give correlates to the number
12 of times we'll display the petition. For example, contributing \$8 will result
13 in the petition being displayed to 100 people who are most likely to sup-
14 port it.

15 In short:

16 By chipping in to promote a petition, a supporter can help a petition be
17 seen by far more people, and get more support. Every dollar helps the peti-
18 tion mobilize even more people to get behind the cause. As a public bene-
19 fit corporation, this is how Change.org helps more petitions grow and
20 more petitions win. All contributions go toward driving more support to
21 the petitions on the site.

22 A true and correct copy of the FAQ Page is attached to this Declaration as **Exhibit D**.

23 16. After clicking the button on the Solicitation Screen labeled "Yes, I'll chip in \$3 or
24 more," a reader would be shown another screen (the "Contribution Screen") with the headline:
25 "You are a hero, [Name]! Chip in what you can." See Exhibit C at 2. Below that headline were
26 several clickable buttons with preset contribution amounts, as well as a blank space where the
27 reader could enter a different amount. Below those buttons, the following text appeared: "Help
28 this petition reach its signature goal! Every \$20 will advertise this petition 250 extra times on
Change.org." Below that text were several fields for the reader to enter his or her payment in-
formation, followed by a button labeled "Chip In." Finally, at the bottom of the Contribution
Screen, a red clickable link stated, "please visit our refund policy & FAQ for more information."
Clicking this link would bring up the Promoted Petitions Page discussed above.

1 17. Upon clicking “Chip In,” contributors were shown a final screen (the “Confirma-
2 tion Screen”) with a large “Thank you!” message, along with the text: “Your \$[X] will advertise
3 this petition [Y] extra times on Change.org. You’re helping gather more support!” See Exhibit
4 C at 3. The stated number of “extra displays” was always 12.5 times the amount of the contribu-
5 tion. For example, someone who chipped in \$3 would have seen the text: “Your \$3.00 will ad-
6 vertise this petition 38 extra times on Change.org.”

7 **D. Offsite Promotion of the Floyd Petition**

8 18. Because of the immense popularity of the Floyd Petition, Change.org decided to
9 supplement its ordinary method of promoting petitions—displaying advertisements to users on
10 the Change.org website and over email—with several forms of “offsite” advertising.

11 19. Accordingly, starting on June 1, 2020, Change.org spent \$102,000 advertising the
12 Floyd Petition on 118 digital billboards at locations across the United States, and another
13 \$415,000 promoting the Petition to millions of viewers on the social-media platforms Facebook
14 and Instagram.

15 20. Like the advertising on Change.org’s website and via emails, this offsite advertis-
16 ing was paid for using contributions that users had made to promote the Floyd Petition. Howev-
17 er, it was entirely supplemental to (*i.e.*, above and beyond) the number of ad displays these users
18 had actually purchased, thus over-delivering on the promised advertising.

19 **E. Randall Contributes \$3 to Promote the Floyd Petition**

20 21. On June 6, 2020, Randall signed the Floyd Petition. After signing, Randall
21 would have seen the Solicitation Screen discussed above. In other words, he would have seen
22 text stating that “[c]hipping in allows Change.org to put this petition on billboards across the
23 country, blanket social media with calls to join, and email the petition to millions of people.”

24 22. As discussed above, Randall would also have seen an invitation to “Read more on
25 how chipping in helps this petition,” along with a red-highlighted link to the FAQ Page. If
26 Randall clicked that link, he would have seen, among other things, the statement that his
27 contribution would “help[]cover the costs of distributing the [Floyd P]etition to hundreds, thou-
28 sands, even millions more people in the Change.org community.” He also would have seen the

1 statement that “promoted petitions [are] displayed in a number of places including our home-
2 page, nearly every page of the website, in our Change.org emails that are sent to millions of peo-
3 ple, on social media and more.”

4 23. Randall decided to contribute \$3.00 in response to Change.org’s solicitation. In
5 other words, Randall clicked the button on the Solicitation Screen labeled “Yes, I’ll chip in \$3 or
6 more.” He would then have been taken to the Contribution Screen, where he would have read:
7 “Every \$20 will advertise this petition 250 extra times on Change.org.” Randall would then have
8 specified his contribution amount (\$3), entered his financial information, and clicked the “Chip
9 In” button to finalize his contribution. After clicking “Chip In,” Randall would have seen the
10 Confirmation Screen, informing him that “[his] \$3.00 will advertise this petition 38 extra times
11 on Change.org.”

12 24. Change.org delivered the promised 38 advertisements and more. It did not keep
13 any of Randall’s contribution as profit. In particular, true and correct copies of Change.org’s in-
14 ternal records relating to Randall’s contribution are attached to this declaration as **Exhibits E, F,**
15 **G, H, and I.** These records show the following:

- 16 • Exhibit E shows that a Sean Randall made a \$3.00 contribution to Change.org at 7:24
17 p.m. Pacific time on June 6, 2020. (The time reflected on the exhibit is 2:24 a.m. on June
18 7, but that is in UTC, which is seven hours ahead of Pacific time.) The associated “Pro-
19 moted petition” ID number, 22414602, corresponds to the Floyd Petition. The exhibit
20 shows that Randall used his Visa card (card number redacted) to pay, and that the
21 “[p]ayment [s]ucceeded.”
- 22 • Exhibit F shows that Randall’s contribution was made to advertise the Floyd Petition on
23 the Change.org website 38 times—*i.e.*, to generate 38 “impressions” of Change.org’s ad-
24 vertisement for the Floyd Petition. Randall’s unique user ID number (2028102) and
25 email address (redacted) appear in the “user_id” and “email” fields of the record. The pe-
26 tition ID number for the Floyd Petition, 22414602, appears in the “petition_id” field. The
27 number of impressions purchased, 38, appears in the “impression_count” field.

- 1 • Exhibit G shows that Randall’s \$3 contribution (identified by Randall’s unique User ID
2 number, 2028102, in the “user_id” column and “3” in the “amount” column) actually
3 ended up purchasing **39** impressions of Change.org’s advertisement for the Floyd Petition
4 (as shown in the “impressions_fulfilled” column). This is one extra impression beyond
5 what Randall was told to expect for his \$3 contribution.
- 6 • Exhibit H shows that Randall’s purchased impressions were delivered between June 7,
7 2020 (as indicated in the first line of the table, in the “first_impression_date” column)
8 and June 13, 2020 (as indicated in the first line of the table, in the “last_impression_date”
9 column). Exhibit H also shows that one of Randall’s purchased impressions successfully
10 recruited another user to sign the Floyd Petition (as seen in the second line of the table).
11 Randall’s unique User ID, 2028102, appears in the “user_id” column of the table.
- 12 • Exhibit I shows how many impressions were delivered on each day during the period be-
13 tween June 7, 2020 and June 13, 2020, when Change.org delivered the last impression
14 that Randall had purchased. Each day appears on a separate line of the table (as identi-
15 fied in the “day” column), and the number of impressions delivered on that day appears
16 in the “event_count” column. Randall’s unique User ID number, 2028102, appears at the
17 top of the exhibit in the query input string.

18 25. As stated above, Change.org also simultaneously advertised the Floyd Petition on
19 billboards across the United States and on Facebook and Instagram.

20 **F. Events Following Randall’s Contribution**

21 26. Eventually, the Floyd Petition had garnered so many signatures and contributions
22 that Change.org concluded that further promotion of the Petition would not be socially benefi-
23 cial.

24 27. Accordingly, on June 9, 2020—three days after Randall contributed—Change.org
25 stopped soliciting and accepting new contributions based on the Floyd Petition. However,
26 Change.org made good on all of its stated advertising commitments to those who had already
27 contributed (*i.e.*, by displaying the Petition the number of times that it had promised to the con-
28 tributor).

1 28. Altogether, about \$10 million (net fees and adjustments) was contributed to pro-
2 mote the Floyd Petition and a Change.org petition seeking justice for Breonna Taylor, another
3 Black victim of police violence. Given the unprecedented level of support for these petitions and
4 the historic movement unfolding around them, Change.org decided to pledge all of these funds to
5 racial justice efforts *in addition to* fulfilling the advertising campaign that its users had pur-
6 chased. The commitment for the vast majority of the funds was made internally within
7 Change.org before both the filing of Randall’s Complaint and the public criticism it references.

8 29. Specifically, Change.org has announced that it will put \$6 million into a fund ded-
9 icated to fighting for and supporting racial justice efforts. It is presently consulting with experts
10 and movement leaders to determine which organizations should receive these funds. It intends to
11 select Black-led organizations on the front lines of racial justice work and grassroots organizers
12 driving change in their own communities.

13 30. Change.org has also announced that \$2.5 million is being reinvested directly into
14 helping these specific petitions themselves be as large, visible and successful as possible in their
15 calls for justice. Finally, Change.org will dedicate \$1.5 million to create a new internal team
16 dedicated to racial justice organizing and advocacy. All of the contributions made by signatories
17 of the Floyd Petition have been committed to racial justice work.

18 31. As part of this broader racial justice effort, Change.org has also made non-
19 monetary commitments. For example, it has pledged to increase the representation of people of
20 color on its Board of Directors to 25%; to undergo an independent audit on how systemic racism
21 impacts its company culture and decision-making; to conduct anti-racism training; and to con-
22 duct a company-wide review of policies that may negatively impact people of color.

23 32. Most recently, Change.org has partnered with the George Floyd Foundation, run
24 by Mr. Floyd’s family, to create the George Floyd Hologram Memorial Project (the “Project”).
25 With the Floyd family’s permission, the Project created a holographic image of a cloud of fire-
26 fly-like lights that coalesce into a rendering of Mr. Floyd’s face. The hologram is currently be-
27 ing shown across the American South, traveling along the route of the 1961 Freedom Ride. The
28 Project aims to “transform spaces that were formerly occupied by racist symbols of America’s

1 dark Confederate past into a message of hope, solidarity and forward-thinking change.” Mr.
2 Floyd’s brother, Rodney Floyd, said in a press release: “Since the death of my brother George,
3 his face has been seen all over the world.... Now, by partnering with Change.org, the hologram
4 will allow my brother’s face to be seen as a symbol for change in places where change is needed
5 most.”

6 **G. The *Business Insider* Article**

7 33. Randall’s complaint cites and quotes from a June 3, 2020 article by *Business In-*
8 *sider* about Change.org and the Floyd Petition. A true and correct copy of that article is attached
9 to this Declaration as **Exhibit J**.

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I hereby state under penalty of perjury pursuant to 28 U.S.C. § 1746 that the statements in this declaration are true and correct.

Dated: September 8, 2020



Benjamin Joffe-Walt

Exhibit A

Document title: Petition · Justice for George Floyd · Change.org
Capture URL: <https://www.change.org/p/mayor-jacob-frey-justice-for-george-floyd>
Captured site IP: 104.17.88.51
Page loaded at (UTC): Fri, 04 Sep 2020 15:30:17 GMT
Capture timestamp (UTC): Fri, 04 Sep 2020 15:30:58 GMT
Capture tool: v7.0.9
Collection server IP: 54.174.78.137
Browser engine: Chrome/77.0.3865.120
Operating system: Microsoft Windows NT 10.0.14393.0 (10.0.14393.0)
Capture ID: a7c02950-7b7e-4f82-8171-f0f74e034bdc

Petition details Comments Updates

Justice for George Floyd



 **Kellen S** started this petition to Minnesota Attorney General Keith Ellison and 2 others


****UPDATE:** *on May 29, Derek Chauvin was arrested and charged with second degree murder, third degree murder and manslaughter. The other three officers were charged with aiding and abetting second degree murder, aiding and abetting third degree murder and aiding and abetting manslaughter. But the fight for justice continues, as does the need to keep a spotlight on Minneapolis. Please help me make sure there is a fair judicial process that results in justice and in the conviction of George Floyd's murderers.*


George Floyd was murdered by a Minneapolis police officer.

George was handcuffed and restrained and being completely cooperative when this all went

19,643,268 have signed. Let's get to 21,000,000!



 ago signed 4 minutes

 minutes ago signed 8

First name
Last name
Email


United States ▼

City

State ▼

Zip code

Display my name and comment on this petition

 **Sign this petition**

By signing, you accept Change.org's [Terms of Service](#) and [Privacy Policy](#), and agree to receive occasional emails about campaigns on Change.org. You can unsubscribe at any time.


George Floyd was murdered by a Minneapolis police officer.

George was handcuffed and restrained and being completely cooperative when this all went down. The officer put his knee on George's neck choking him for minutes on minutes while George screamed that he could not breathe. Bystanders beg for the police officer to take his knee off George's neck, but the officer didn't listen and continued to choke him.

Not that it would matter at all, but George was not even wanted for a violent crime. A grocery store that he was signing a bad check.

We are trying to reach the attention of Mayor Jacob Frey and DA Mike Freeman to beg to have the officers involved in this disgusting situation fired and for charges to be filed immediately.

Please help us get justice for George and his family!

 **Start a petition of your own**
This petition starter stood up and took action. Will you do the same?

[Start a petition](#)

Updates





You're Still Fighting

Hi Everyone,

We've been blown away by the millions that are comi...

C. The Change.org Team
3 weeks ago

More updates

Reasons for signing



3 months ago

There is NO justification for the murder of George Floyd. Police Officers are NOT judge, jury and executioner! These officers must be fired and arrested ASAP!

21,166 · Report



3 months ago

THIS IS INSTITUTIONAL RACISM AND THE POLICE OFFICERS INVOLVED DESERVE TO BE HELD ACCOUNTABLE FOR THEIR WRONGFUL AND RACIST ACTIONS

15,756 · Report

View all reasons for signing

15,756 · Report

View all reasons for signing



[Report a policy violation](#)

Petitions promoted by other Change.org users

✧ Promoted by 221,468 supporters

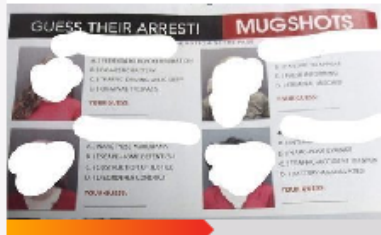


Justice for Breonna Taylor

Breonna Taylor was an award-winning EMT and model citizen. She loved her family and co... [Read more](#)

Sign the petition

✧ Promoted by 6 supporters



Remove the "Guess the arrest! Mugshots" game from News 4 U magazine... [Read more](#)

Sign the petition

✧ Promoted by 55 supporters



Special Education In-Person Classes for ALL Maryland IEP Students... [Read more](#)

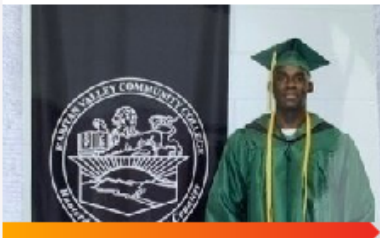
Sign the petition

✧ Promoted by 14 supporters



✧ Promoted by 21 supporters

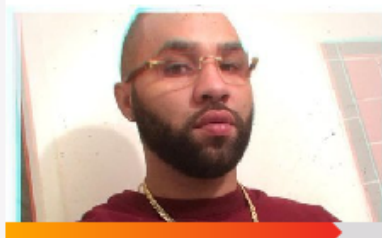




Release of Chris White after 28 years

We are asking that you sign this petition in support for the release of Chris White. He commi... [Read more](#)

[Sign the petition](#)



RETRIAL DUE TO GOVERNMENT PERJURY & IAC!

In the interest of justice and fairness, and to help pr... [Read more](#)

[Sign the petition](#)

✧ Promoted by 806 supporters



Partners allowed for entirety of labour/birth in ALL hospitals...

[Read more](#)

[Sign the petition](#)

✧ Promoted by 27 supporters

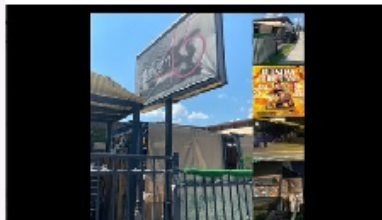


Fire Cedarville University President Thomas White NOW

We are an organization composed of Cedarville University... [Read more](#)

[Sign the petition](#)

✧ Promoted by 81 supporters



Shut down dangerous club Eleven45 Lounge located at 2110 Peachtree Roa...

[Read more](#)

[Sign the petition](#)

✧ Promoted by 31 supporters



HELP FREE AN INNOCENT MAN

"A message to my supporters" from

✧ Promoted by 1 supporter

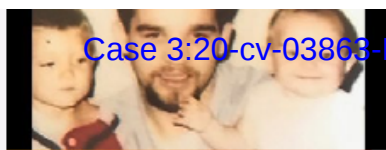


Demolish Northgate Place Apartments! Enforce Pursuant to

✧ Promoted by 49 supporters



Help Keep St. Ambrose University's Theatre Maior



HELP FREE AN INNOCENT MAN

"A message to my supporters" from Jason O'Neill who is currently an inmate at : SCI Benner ... [Read more](#)

[Sign the petition](#)



Demolish Northgate Place Apartments! Enforce Pursuant to Section 11-53B... [Read more](#)

[Sign the petition](#)



Help Keep St. Ambrose University's Theatre Major

Due to economic concerns, St. Ambrose University is ... [Read more](#)

[Sign the petition](#)

✧ Promoted by 134 supporters



Remove Australian Government Flight Caps

In July, the Australian government implemented flight cap... [Read more](#)

[Sign the petition](#)

✧ Promoted by 70 supporters



Viacom, Don't Reboot Ren & Stimpy: It will cause trauma and endanger fans... [Read more](#)

[Sign the petition](#)

✧ Promoted by 21 supporters



Don't evict our nursing home residents in the middle of a pa... [Read more](#)

[Sign the petition](#)

✧ Promoted by 356 supporters



Resume the Town of Hempstead Animal Shelter TNR Program now!... [Read more](#)

[Sign the petition](#)



Remove Australian Government Flight Caps

In July, the Australian government implemented flight cap... [Read more](#)

[Sign the petition](#)



Viacom, Don't Reboot Ren & Stimpy: It will cause trauma and endanger fans... [Read more](#)

[Sign the petition](#)



Don't evict our nursing home residents in the middle of a pa... [Read more](#)

[Sign the petition](#)

✧ Promoted by 356 supporters



Resume the Town of Hempstead Animal Shelter TNR Program now!... [Read more](#)

[Sign the petition](#)

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English (United States) ▼

Exhibit B

What are Promoted Petitions?

Promoted Petitions are advertisements, allowing you to have your favorite petitions discovered by thousands of potential supporters. Similar to boosted posts on Facebook or sponsored tweets on Twitter, promoted petitions let you pay to show any petition (including your own) to other potential supporters on [Change.org](#) or our distribution channels.

How do I Promote a Petition?

A petition is eligible for promotion once it reaches a minimum of signatures, depending on the location and other factors. If you started the petition you will be notified via email that your petition is promotable. At that point, anyone, including you, can choose to promote it.

Here's how it works:

1. Click on the "Promote this Petition" button on the petition page
2. Select the amount of money you would like to chip in
3. Enter your online payment information
4. You will receive confirmation once your payment has been processed

How do Promoted Petitions work?

- After signing a petition, you may be presented with the option to promote that petition to other people on [Change.org](#)
- The more you or other supporters chip in, the more people will see the petition.
- You can control how much to chip in, and at any time.
- We provide feedback to supporters on how much additional exposure for the petition occurred as a result of your contribution.

You already have the ability to share petitions via social networks and email. Promoted Petitions advertising gives you another way to ensure a petition is seen by people outside your network. Our primary target, [Change.org](#) users, also happen to be the largest group of active changemakers on the Internet. Check out our [campaigning guide](#) for others ways to support petitions that you care about!

What payment processors are used by [Change.org](#)?

[Stripe](#) and Braintree (for Paypal payments) are the current payment processors used by [Change.org](#). All payments are processed in accordance with each processor's Terms of Service ([Stripe's Terms of Service](#) and [Braintree's Terms of Service](#)).

Does [Change.org](#) save financial information?

No. If a user gives their consent then Stripe, our payment processor, will save their financial information so that they don't have to retype their credit card number each time they want to promote a petition. For further information on how Stripe handles user information please see their [Terms of Service](#). All PayPal payments directly interact with PayPal's site. [Change.org](#) does not handle any user information on a PayPal payment.

Are there any transaction fees?

No, our payment processors do not charge users any transaction fees. Charges are processed in US Dollars, so users with non-US credit cards may incur additional fees from their bank. Check with your bank for possible fees that may be incurred.

What is [Change.org](#)'s refund policy?

All transactions are final.

We try to show the petition you promote the number times your contribution covers. In rare certain circumstances, we may not be able to show the petition the exact number of times indicated if the petition is victorious, becomes inactive or if it violates our [Community Guidelines](#).

Be sure to follow the applicable laws in your jurisdiction regarding the promotion of this petition. You are responsible for all liabilities incurred if you violate them (including any liability imposed on [Change.org](#)).

Is [Change.org](#) a charity?

No. [Change.org](#) is a certified benefit corporation (B Corp), meaning we are certified among a class of companies dedicated to positive social impact. Want to know more? Read up on our mission and [business model](#).

Why does [Change.org](#) charge for promoted petitions?

Sharing is free, and sometimes petitions go viral, but most don't. Reaching other supporters beyond your network to build momentum is often vital to a petition's impact. Promoted Petitions help to solve this problem, but it takes resources to deliver that extended reach to more supporters.

Our mission is to empower people everywhere to create the change they want to see – and that means keeping our tools free for 200 million plus people around the world. We fund [Change.org](#) through advertising and contributions from people like you. Promoted Petitions is one of the forms of advertising we offer.

Read more about our [business model](#).

How do I report abusive content?

The content on [Change.org](#) represents the many opinions of our more than 200 million users. We do not, however, fact-check or endorse any of the campaigns or other user-generated content on our site, including the petitions that get promoted by our users.

As an open platform, anyone can use our platform no matter who they are, where they live, and what they believe. This is why you'll see an extremely wide range of petitions, as they've all been created by people in the community.


You can report abusive content that violates our [Community Guidelines](#). "The best way to alert us to violations of these guidelines is to log in and click the "Report a policy violation" (below "reasons for signing") on petitions, or by writing to us through our Help Center. Once we receive these flags or complaints, our team will review content for policy violations".

Exhibit C

[More on how chipping in helps this petition](#)

COMPLETE YOUR SUPPORT

1 — 2 — 3



Can you chip in \$3 to get this petition on the agenda?

You've just signed the biggest petition ever on Change.org – and while George Floyd's killers have been charged – we are still a long way from reaching justice. **The more signatures this petition gets the more influence it will have.** Chipping in allows Change.org to put this petition on billboards across the country, blanket social media with calls to join, and email the petition to millions of people. Can you help out?

Become a hero. Join the 8,977,125 people helping reach the next goal.


1 shared this petition

1 chipped in \$30

Yes, I'll chip in \$7 or more

No, I'll share instead

Pay with credit card or [PayPal](#)



Join the community!

25 heroes chipping in \$25 can add up to 1,000 new signatures

[Sorry, I can't do anything right now](#)

You are a hero, Duncan! Chip in what you can:



chipped in \$26



chipped in \$11



chipped in

\$7	\$20	\$30
\$40	\$	Other

Please enter a valid amount.

Help this petition reach its signature goal! Every \$20 will advertise this petition 250 extra times on Change.org.

Get this petition noticed twice as many times: all contributions over \$25 will be doubled!

Impression Calculation: \$20 will advertise this petition 250 extra times to new supporters. [Preview your ad](#) ✓

PAYMENT METHOD

Credit card	PayPal
-------------	--------

Cardholder name

Credit card number

Expiration

CVC ⓘ


Chip in

Display my name and promotion amount on this petition



Secure payment processing provided by [Stripe](#). If you have any questions, please visit our [refund policy & FAQ](#) for more information.

[Sorry, I can't chip in](#)



Thank you!

Your \$3.00 will advertise this petition 38 extra times on Change.org. You're helping gather more support!

Do you know how our members help petition starters win?

Thanks to the monthly contributions of our members, we are able to support our users in the following three ways:



1 We help petition starters refine their petition and strategy.



2 We connect petition starters with journalists and train them on speaking to media.



3 We help organize petition deliveries and train starters on how to negotiate.



"None of this would be possible without the support of our members. Thank you!"

Juliana Schwartz, Change.org campaigner

[Become a member](#)

[Back to the petition I signed](#)

COMPANY

- About
- Impact
- Careers
- Team

COMMUNITY

- Blog
- Press

SUPPORT

- Help
- Guides
- Privacy
- Policies

CONNECT

- Twitter
- Facebook

Exhibit D

Document title: What happens when someone chips in on Change.org? · Change.org

Capture URL: <https://www.change.org//us/chipping-in-explained#:~:text=to%20support%20it-,In%20short%3A,grow%20and%20more%20petitions%20win.>

Captured site IP: 104.17.89.51

Page loaded at (UTC): Fri, 04 Sep 2020 15:32:35 GMT

Capture timestamp (UTC): Fri, 04 Sep 2020 15:32:59 GMT

Capture tool: v7.0.9

Collection server IP: 54.174.78.137

Browser engine: Chrome/77.0.3865.120

Operating system: Microsoft Windows NT 10.0.14393.0 (10.0.14393.0)

Capture ID: 68ad7e86-e2b5-40fc-9979-8e2e88d23381



HOW TO

What happens when someone chips in on Change.org?

Mar 1, 2020

Recently, a petition starter asked what happens when someone chips in after signing their petition. Here are 4 questions and answers that shed more light on how Promoted Petitions works to amplify petitions on Change.org.

1. “Where does the money go? How does the contribution help my petition?”

When someone chips in to promote a petition it helps us share it with wide audiences of action-takers in the Change.org community. Each contribution helps cover the costs of distributing the petition to hundreds, thousands, even millions more people in the Change.org community, many of whom go on to sign the petition. Together, the signatures help the petition gain media attention, influence decision makers and propel the petition toward victory.

In short: by chipping in, a supporter can help the petition continue to gain momentum, and get it closer to winning.

2. “So, the money that is chipped in doesn’t go directly into a petition starter’s bank

2. “So, the money that is chipped in doesn’t go directly into a petition starter’s bank account?”

That’s correct. Our Promoted Petitions tool is not a typical online fundraising tool. We know that fundraising for an issue is incredibly important and we’re glad there are tools out there that can help.

Promoting a petition on Change.org fills a different critical need for campaigns to be successful: it specifically helps the petition be seen by far more people than would otherwise see it through standard social media shares.

3. “Where does Change.org display a promoted petition to make sure it’s seen by more people?”

Once a petition is promoted, we will immediately start to display that petition to other action-takers who are most likely to support the cause. It’s what a contributor is paying for, and we take it seriously. You’ll see promoted petitions displayed in a number of places including our homepage, nearly every page of the website, in our Change.org emails that are sent to millions of people, on social media and more. New people can then become aware of this campaign and choose to sign it.

4. “When someone chips in, do they know how their money will be spent?”

As a supporter is agreeing to chip in toward a petition, we

4. "When someone chips in, do they know how their money will be spent?"

As a supporter is agreeing to chip in toward a petition, we display the following page to make it clear how their money will be spent.

The amount of money the supporter wants to give correlates to the number of times we'll display the petition. For example, contributing \$8 will result in the petition being displayed to 100 people who are most likely to support it.

Select the amount you want to give. Or enter a different amount.

The amount you entered above will calculate how many impressions you are purchasing.

In short:

By chipping in to promote a petition, a supporter can help a petition be seen by far more people, and get more support. Every dollar helps the petition mobilize even more people to get behind the cause. As a public benefit corporation, this is how Change.org helps more petitions grow and more



The amount you entered above will calculate how many impressions you are purchasing.

In short:

By chipping in to promote a petition, a supporter can help a petition be seen by far more people, and get more support. Every dollar helps the petition mobilize even more people to get behind the cause. As a public benefit corporation, this is how Change.org helps more petitions grow and more petitions win. All contributions go toward driving more support to the petitions on the site.

A petition wins every hour on Change.org. People power is working.

[Read more about Promoted Petitions.](#)

COMPANY

- About
- Impact
- Careers
- Team

COMMUNITY

- Blog
- Press

SUPPORT

- Help
- Guides
- Privacy
- Policies

CONNECT

- Twitter
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Exhibit E

Payment ch_@GrEB3qWxM0n7YqDTX5RQzr1

\$3.00 USD Succeeded ✓ Refund... ⋮

Date	Customer	Payment method	Risk evaluation
Jun 7, 2:24 AM	None		2 Normal

Timeline + Add note

- ✓ Payment succeeded
Jun 7, 2020, 2:24 AM

Payment details

Statement descriptor	CHANGE.ORG
Amount	\$3.00
Fee	\$0.00
Net	\$3.00
Status	Succeeded
Description	Promoted petition: 22414602 Edit

Payment method

ID	card_@GrEB3qWxM0n7YqDwn7XjzDI	Owner	Sean Randall
Number		Address	No address
Fingerprint	SQuGIRI OVFqvPVca	Origin	United States
Expires		CVC check	Passed ✓
Type	Visa credit card		

Exhibit F

Metadata

 Edit metadata

charge_type	promotion
user_id	2028102
email	@yahoo.com →
user_uuid	644afde0-e97e-012f-a50c-40401fa5e37a
user_locale	en-US
user_country_code	US
petition_id	22414602
public	0
current_source	brand_us
custom_amount	true
impression_count	38
source_location	combo_psf

Connections

Payout	po_0GrvstqWxM0n7YqDGH0x0RDh
--------	-----------------------------

Exhibit G

Dashboards ▾ Queries ▾ Alerts Create ▾
Search queries...
Nico Danet ▾

☆ Promotion - Impressions for a user ID
Show Data Only ▾

Redshift - Analytics - redash_user ▾

Search schema...

- aaue_dupes
- aaue_temp
- aaue_test
- abi_list_view
- action_alert_contents
- action_alert_records
- action_alert_templates
- action_alert_user_events
- action_alert_user_events_buffer
- action_alert_user_events_deduped
- action_alert_user_events_dupe_ids
- action_alert_user_events_dupes
- action_alert_user_events_staging
- action_alert_user_events_test
- action_alert_user_grouping_descriptions
- action_alert_user_groupings
- activate_petition

Add description

Nico Danet created 4 minutes ago

Nico Danet updated 4 minutes ago

Refresh Schedule Never

```

1 --For a given user, list all impressions and signs from each of their promotions.
2 select t1.user_id
3     , t1.promotable_id as petition_id
4     , t2.promotion_id
5     , t1.created_at::date as promotion_date
6     , t1.refunded_at
7     , t1.usd_amount/100 as amount
8     , t1.impressions_total
9     , t1.impressions_remaining
10    , sum(t2.event_count) as impressions_fulfilled
11 from promotions_full t1
12 left join promotion_counts t2
13 on t1.id = t2.promotion_id
14    and t2.source = 'worker'
                    
```

Save * Execute

User_ID

Table + New Visualization

user_id	petition_id	promotion_id	promotion_date	refunded_at	amount	impressions_total	impressions_remaining	impressions_fulfilled
2,028,102	22,414,602	14,608,484	2020-06-07		3	38	0	39

Edit Visualization ↔ Embed Download Dataset ▾
1 row 1 seconds runtime
Updated a few seconds ago

Exhibit H

☆ Promotion - Impressions for a user ID

Show Data Only

```

8      ,t1.usd_amount/100 as amount
9      , t1.impressions_total
10     ,t1.impressions_remaining
11     , sum(t2.event_count) as events
12     ,min(t2.day) as first_impression_date
13     ,max(t2.day) as last_impression_date
14 from promotions_full t1
15 left join promotion_counts t2
16     on t1.id = t2.promotion_id
17     and t2.source = 'worker'
18 where t1.user_id = {{User_ID}}
19 group by 1, 2, 3, 4, 5, 6, 7,8,9
20 order by 7 desc
21 limit 100000
    
```

{{ }}

Save Execute

User_ID

2028102

Table + New Visualization

user_id	petition_id	promotion_id	promotion_date	refunded_at	event_type	amount	impressions_total	impressions_remaining	events	first_impression_date	last_impression_date
2,028,102	22,414,602	14,608,484	2020-06-07		impression	3	38	0	38	2020-06-07	2020-06-13
2,028,102	22,414,602	14,608,484	2020-06-07		sign	3	38	0	1	2020-06-13	2020-06-13

Exhibit I

```
mysql> select * from promotions where user_id = 2028102;
```

id	transaction_id	promotable_type	promotable_id	user_id	impressions_total	impressions_remaining	amount	currency	gateway
14608484	fc1827414055a0	Petition	22414602	2028102	38	0	300	usd	stripe

```
1 row in set (0.03 sec)
```



```
mysql> select * from promotion_counts where promotion_id = 14608484 and source = 'worker';
```

promotion_id	day	event_type	event_count	created_at	updated_at	source
14608484	2020-06-07	impression	26	2020-06-07 02:24:07	2020-06-07 02:24:12	worker
14608484	2020-06-10	impression	2	2020-06-10 10:39:21	2020-06-10 11:34:15	worker
14608484	2020-06-11	impression	6	2020-06-11 01:06:53	2020-06-12 02:04:34	worker
14608484	2020-06-12	impression	2	2020-06-13 01:22:37	2020-06-13 02:41:01	worker
14608484	2020-06-13	impression	2	2020-06-13 04:04:06	2020-06-13 05:26:39	worker
14608484	2020-06-13	sign	1	2020-06-13 05:27:09	2020-06-13 05:27:09	worker

```
6 rows in set (0.03 sec)
```

```
mysql>
```

Exhibit J

Document title: Change.org solicits donations under George Floyd petition, keeps money - Business Insider

Capture URL: <https://www.businessinsider.com/change-org-george-floyd-donations-petition-keeps-money-2020-6>

Captured site IP: 199.232.65.171

Page loaded at (UTC): Fri, 04 Sep 2020 15:32:35 GMT

Capture timestamp (UTC): Fri, 04 Sep 2020 15:34:38 GMT

Capture tool: v7.0.9

Collection server IP: 54.174.78.137

Browser engine: Chrome/77.0.3865.120

Operating system: Microsoft Windows NT 10.0.14393.0 (10.0.14393.0)

Capture ID: bcb9c14a-2eb9-4aab-a0a3-98a37ef98ae6

▲ DOW -2.03% | ▲ S&P 500 -2.74% | ▲ NASDAQ 100 -3.51%

HOME > TECH

Change.org doesn't donate the money raised through its record-breaking George Floyd petition — and some donors say they feel misled

Aaron Holmes Jun 3, 2020, 7:19 PM



COMPLETE YOUR SUPPORT



Can you chip in \$3 to get this petition on the agenda?

Within an hour, this petition could have thousands more supporters if everyone chipped in the price of a coffee. Can you help reach this petition's signature goal?



Become a hero. Join the 3,400,870 people helping reach the next goal.

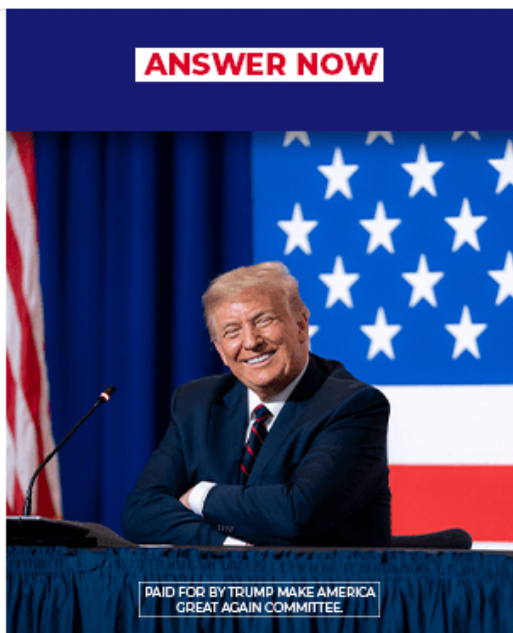
Change.org

■ A Change.org petition that calls for "Justice for George

Change.org

- **A Change.org petition that calls for "Justice for George Floyd" became the most-signed US petition in the site's history, racking up over 11 million signatures.**
- **After people sign the petition, Change.org urges them to "become a hero" by donating money to "get the petition on the agenda."**
- **But some donors are now criticizing Change.org after realizing donations made through the site don't go to petition organizers or Floyd's family. Instead, Change.org keeps the money, which it says is used to promote the petition on Change.org's own site and elsewhere, and to cover other operational costs.**
- **Change.org includes disclaimers about how donations are used, but some complained that they didn't realize until it was too late.**
- **Visit [Business Insider's homepage](#) for more stories.**





A [petition](#) hosted on Change.org calling for "Justice for George Floyd" is now the site's most-signed petition ever, the company [confirmed on Monday](#), with over 14 million signatures so far.

But Change.org is now facing backlash for prompting users to donate after they sign the petition — and funneling those donations back to Change.org itself.

This is part of the site's fundraising model: Change.org does not pass along donated funds to petition organizers or to affected parties like Floyd's family, but rather keeps the money and uses it to "circulate" petitions more widely on its own site.

The site says this in the form in smaller print, but none of the donors Business Insider spoke to said they knew that was how the donations were being used, and said they felt duped by vague wording that led them to believe the



The site says this in the form in smaller print, but none of the donors Business Insider spoke to said they knew that was how the donations were being used, and said they felt duped by vague wording that led them to believe the donations were going to support organizers or Floyd's family — and that they haven't been able to get refunds.

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LegalShield

A Change.org spokesperson told Business Insider that the company spends the money raised from petitions to further circulate petitions, and on operating costs for Change.org's site. The George Floyd petition is being



company spends the money raised from petitions to further circulate petitions, and on operating costs for Change.org's site. The George Floyd petition is being featured in a Change.org ad campaign displayed on 118 digital billboards across the US and has been promoted to more than nine million visitors to Change.org's site and millions more on Facebook and Instagram, according to the spokesperson.

"The money raised from petitions goes toward helping the campaign win and helping us build and maintain our technology platform, making it possible for us to provide people with the tools they need to win the change they want to see," the spokesperson said.

The spokesperson declined to say how much Change.org has raised from the Justice for George Floyd petition, citing company policy against disclosing petition-specific revenue. The spokesperson added that people who donated and want refunds can request them by emailing the site's support team, who will "aim to be as responsive as possible to refund requests."

Change.org is a [for-profit](#), venture-backed company that hosts activist petitions written by members of the public, gathers email addresses from signees, and encourages people to circulate the petitions heavily on social media. While for-profit, Change.org is a public benefit company with B Corp status. It has [raised \\$72 million](#) from backers including LinkedIn founder [Reid Hoffman](#).

including LinkedIn founder Reid Hoffman.

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legal advice for
your business

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LegalShield

After people sign the Justice for George Floyd petition, Change.org urges them to "become a hero" by chipping in \$3 to "get this petition on the agenda." Once people click through to the next page, Change.org prompts them to choose between \$3, \$25, \$50, or \$100 donations. Smaller text below the donation buttons clarify that the money will be used to advertise the petition on Change.org's own website.



text below the donation buttons clarify that the money will be used to advertise the petition on Change.org's own website.

Can you chip in \$3 to get this petition on the agenda?

Within an hour, this petition could have thousands more supporters if everyone chipped in the price of a coffee. Can you help reach this petition's signature goal?



Become a hero. Join the 3,400,870 people helping reach the next goal.

Aïssata SY chipped in \$33

Amy Zarrow chipped in \$50

Yes, I'll chip in \$3 or more

No, I'll share instead

Pay with credit card or **PayPal**

Change.org

Some donors say they felt misled by the company. Multiple people who gave money told Business Insider that Change.org's disclaimers weren't clear enough, and were incredulous to learn that none of the money would go to protest organizers.

A [Twitter thread](#) clarifying Change.org's donation model was shared widely over the weekend and garnered hundreds of replies from people who said they donated and felt duped.



#FreeThemAll
@stacysuh



PSA: please ***DO NOT*** donate when change[dot]org asks you to donate after signing a petition. despite their name, they are a private corporation AND NONE OF THE FUNDS raised from their petitions go towards organizations or people who

PSA: please ***DO NOT*** donate when change[dot]org asks you to donate after signing a petition. despite their name, they are a private corporation AND NONE OF THE FUNDS raised from their petitions go towards organizations or people who put the petition together.

2:24 AM · May 29, 2020



72.8K 42.8K people are Tweeting about this

Dara Pierce, a resident of Oakland, California, signed the petition Friday, after which she felt galvanized to take more action. So when Change.org prompted her to donate money "to get this petition on the agenda," she quickly chipped in \$25 for the cause.

LegalShield

Small Business Debt Collection

Legal help you need for a price you can afford

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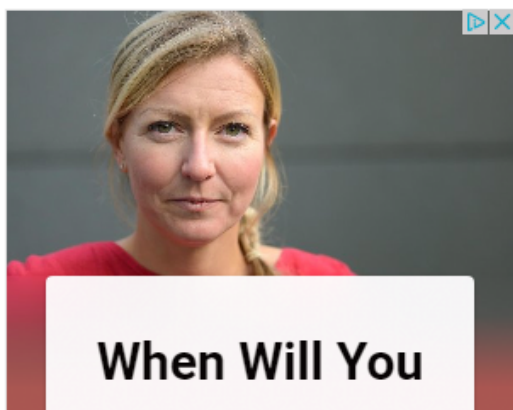
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It was only after donating that she realized her money wouldn't go to the organizers of the petition, which calls on signatories to "help us get justice for George and his family," nor would it go to Floyd's family.

"I feel kind of stupid, honestly," Pierce told Business Insider. "I should have read the fine print but I assumed the money would be going to the Floyds or to the organizers at least."

Pierce wasn't the only one with such an experience.

"I saw the request for a donation and of course wanted to help the cause and it wasn't until after I donated that they mentioned that the money would be going towards 'promoting' the petition," Chryss, an Australian citizen living in Dubai who donated \$25, told Business Insider.



When Will You Retire?

Calculate your time to retirement with this quiz

As of Wednesday, the petition page says that over 8.5 million people either contributed money or shared the petition on social media, without providing a specific breakdown. At least one signer gave \$1,000, according to an auto-scrolling list of donors on the site.

You are a hero, [redacted]! Chip in what you can:

[redacted] chipped in \$30

[redacted] chipped in \$1,000

\$3	\$25	\$50
\$100	\$	Other



\$3	\$25	\$50
\$100	\$	Other

Please enter a valid amount.

Help this petition reach its signature goal! Every \$20 will advertise this petition 250 extra times on Change.org.

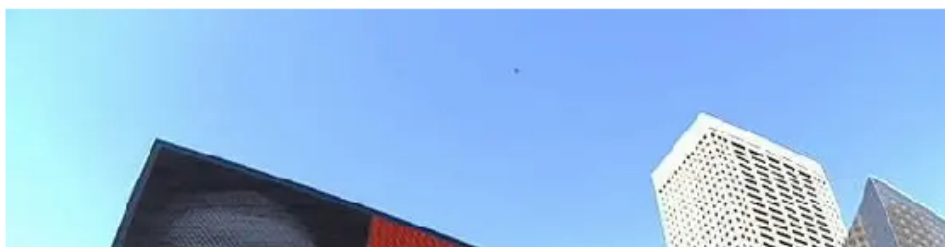
Get this petition noticed twice as many times: all contributions over \$25 will be doubled!

Impression Calculation: \$20 will advertise this petition 250 extra times to new supporters. [Preview your ad](#) ^

Change.org

Change.org's site says that "every \$20 will advertise the petition 250 extra times on Change.org," but doesn't specify how that might translate into impressions or clicks, the metrics by which most online ad sales are measured. By contrast, advertisers spend roughly \$2.80 per 1,000 impressions on Google ads, according to the ad analytics firm [Adstage](#).

Some people also voiced confusion about how Change.org's donations model because the company previously did host crowdfunding campaigns, allowing people to donate to a campaign organizer with Change.org taking a 5% cut of each donation. According to an [FAQ page](#), Change.org "decommissioned" the fundraising tool in 2019.





Change.org spent some of the money raised from the petition to purchase billboards promoting the petition and its site. [Change.org](#)

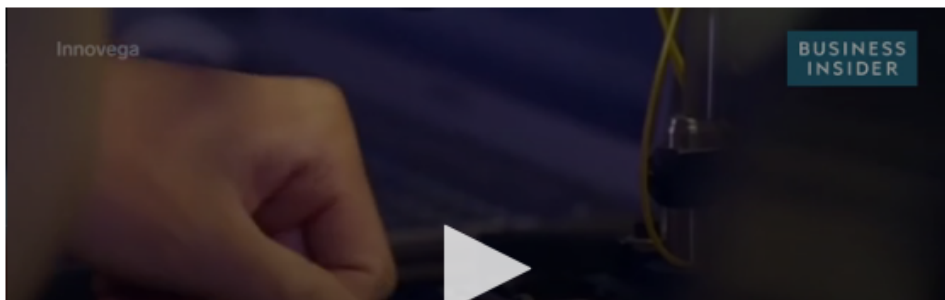
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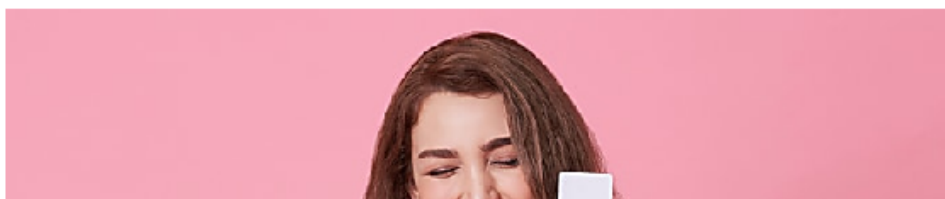
The 25 Tallest Actors In Hollywood

Sponsored by thedelite.com



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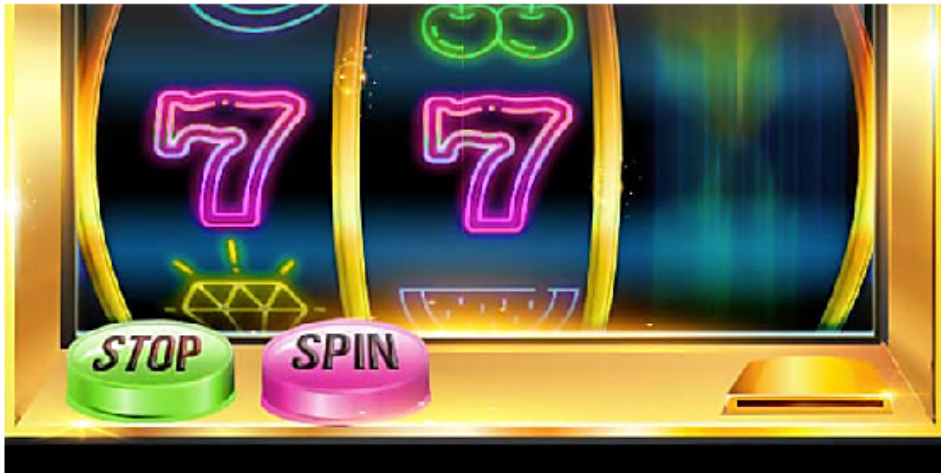


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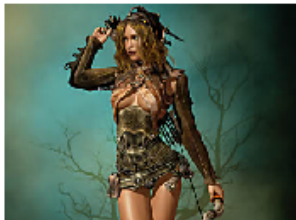
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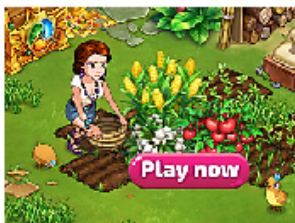
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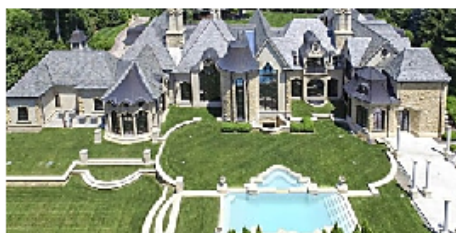
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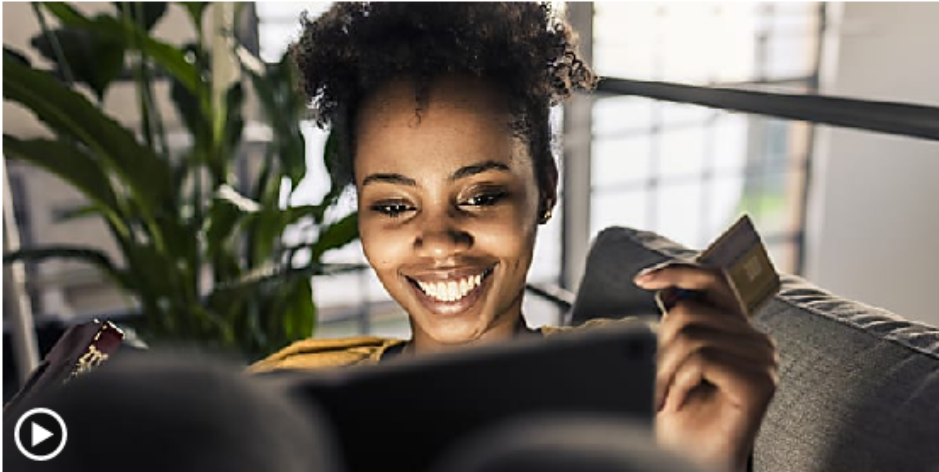
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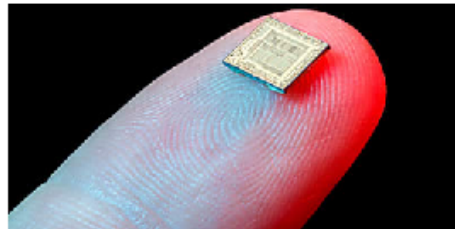


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