



MEMORANDUM

TO: GOP Digital Fundraising Vendors

FROM: Susie Wiles and Chris LaCivita
Donald J. Trump for President 2024, Inc.

DATE: March 23, 2023

RE: Unauthorized Use of President Trump's Name, Image and Likeness
in Digital Fundraising Solicitations

It has been brought to our attention that your company has been sending digital fundraising messages using President Trump's name, image and likeness, under the guise of "supporting," "standing with" and "defending" him. Many of the messages make it appear as if the funds raised in response to these solicitations will go to President Trump's campaign.

The purpose of this outreach is to advise you that President Trump does not consent to the use of his name, image and likeness in unauthorized fundraising appeals for candidates he has not endorsed and committees he may or may not support. **Going forward, in determining which candidates he will support, the President and his team will consider whether the candidate is paying a digital fundraising vendor that routinely fundraises off of his name, image and likeness without his authorization.** It is highly unlikely that President Trump will endorse, sign letters for, appear at events with or post on social media about candidates who use such vendors, or invite such vendors' clients to join him on stage or otherwise recognize them at his rallies and other events.

President Trump has built the most powerful, successful brand in the history of American politics—at great personal expense and toll to him and his family. When you deceive the President's donors and usurp his brand for your own profit, you drain him of the financial resources his campaign needs to defeat Joe Biden and Make America Great Again.

It is not enough to claim that your clients support President Trump. They must endorse his candidacy. If you wish to seek the President's authorization to solicit contributions for your company's clients using his name, image and likeness, [REDACTED]

[REDACTED]