



Hello to our amazing staff, clients and friends,

Over my career, I've done things I never imagined, from serving as a chief of staff in the U.S. Senate to advising a president on economic policy. I'm proud of it all, but my greatest accomplishment is the work we've done together at MissionWired.

We've come a long way, from humble beginnings – and humbling beginnings – squatting in office spaces and working out of a minivan. Many years later, we've raised more than \$4.5 billion in low-dollar, grassroots donations. We've done it to elect presidents and flip chambers of Congress, fund emergency response to communities battered by hurricanes and shaken by earthquakes, confront senseless, devastating gun violence, fight climate change and so many worthy, moving causes. We've innovated – bringing to nonprofits and campaigns acquisition sources like [The Digital Co-Op](#) and innovative tools like [Sign For Good](#). We've added channels and new divisions, like our powerhouse direct mail practice.

Seldom are second acts better than first ones, but mine has been. Thanks to all of you for making it so.

Our team couldn't be better positioned for the tough work ahead of us, which is why I've decided it's time for me to hand over day-to-day management of the company and take on a new role as Chair of the MissionWired Board, among other adventures to come.

In anticipation of this day, I took a long and deliberate search for a successor. To whom do you hand something that has meant so much? **I'm thrilled to say I found the perfect CEO in Kate Kline, who joined as our president in 2023.** Kate's already made her mark, helping steer us to our best, most impactful year yet. MissionWired is stronger and more dynamic, built to be the best partner to our clients now, but more important, positioned to continue to evolve and innovate what's next. That's been the arc of MissionWired and its future: bringing the best, most innovative solutions and pride in the delivery of our services, care in the details.

Of course, Kate won't do it alone, just as I haven't. She'll continue to be supported by leaders who've been right by my side, not just shaping what MissionWired is, but dreaming about what it could become. There are so many people who've made this organization possible, but there are a few about whom I'll share a word of thanks. **Ambika Subramanyam** has pushed to ensure we lead on quality by prioritizing a high-quality employee experience. Being the best largely means





hiring and retaining the best, and she's created an environment and standard people want to be a part of. If it were possible to care for the story of this company as much as I have, **Bob Albrecht**, our Chief of Marketing and Brand, has done so. His passion and ability to shape creative work has suffused so much of what we bring to our clients' stories. Our CTO, **Todd Plants**, has been as close to a superpower as a company can have, always finding a solution, technical or otherwise, no matter the challenge. And of course, our incredible campaigns and party committees will continue to be in great hands with **Kati Card** and **Chrissy Hyre** leading the charge for our political practice. **Nat Binns** will continue to help ensure the success of our political programs and data products in a new role as Senior Advisor.

It all adds up to this: MissionWired's best days are ahead. We've been fortunate in recent years to add significant contributors, deepening our talent in campaigns, nonprofits, digital, direct mail, technology and product. We've truly never been better, more nimble, adaptable.

This organization has its roots in politics, and we grew to nonprofits when we knew we had something unique to offer. To be able to serve so many impactful campaigns and causes has been a privilege beyond my wildest hopes when this company started. It's all meant the world to me, and I can take this step because I know how well set-up MissionWired is for the future.

There will be time ahead to celebrate all our work together, but for now, thank you so much and I'll be seeing you soon.

Sincerely,

Anne Lewis

