

Service lets slacktivists pay someone to lobby politicians on their behalf



One of the problems with politics is lobbying — corporations and individuals with enough money can buy influence over government activity, and there are even apps such as [FiscalNote](#) which help companies to track legislation that may affect their industry. Now [Amplifyd](#) is hoping to bring that power to the average voter, enabling activists to pay a small fee for someone else to call their representatives.

While many concerned citizens may feel strongly on political issues, there simply isn't enough time in their lives to dedicate to making their voice heard. The idea is that activist groups can use Amplifyd to put a team to work to lobby on behalf of their cause. Citizens make a USD 7 donation in order to have a call made in their name to a local representative with power to vote on a particular issue. Around USD 1.50 goes to the campaign, between USD 2 and USD 3.50 goes to the person hired to do the calling, and the rest goes to Amplifyd.

Watch the video below to learn more about the service:

While it's much cheaper for citizens to just pick up the phone themselves, the money goes further to support social causes and contributes to a single, united voice that can perhaps more clearly explain to politicians concerns about a particular issue. Are there other ways to make political engagement easier for citizens?

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