

PAC

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Campaign  
Prospectus  
**2026**

[fubarpac.org](http://fubarpac.org)



# IS WINNING THE WAR FOR ATTENTION

**POLITICS IS NO LONGER DECIDED BY ADS,  
ITS DECIDED BY ATTENTION.**

The Right has mastered the art of spreading lies online faster than Democrats can tell the truth. They dominate online spaces and their speed, tone, and shareability translates into votes.

Meanwhile, traditional Democratic PACs overproduce polished but largely ignored content, underspend on distribution that converts voters, and ultimately fail to reach the audiences they need to win.

**NONTRADITIONAL PAC FOR THE  
ONLINE ONLY GENERATION**

FUBAR PAC effectively combines hard-hitting digital content, eye-catching stunts and opposition research on GOP targets to translate complex and underreported issues into viral content that shows the damage being done by MAGA Republicans in Pennsylvania and across the country.

Voters are angry - and so are we.

PBS WHY

## Is trolling the future of politics?

AUG 27, 2025

*Philadelphia Inquirer*

**Philly Democratic strategist  
has a Tesla destroyed to  
protest Musk and MAGA**

"Aggrieved Democrats with axes to grind and hammers to swing gathered in a garage on Wednesday night to treat an Elon Musk-made Tesla like a piñata."

MAY 21, 2025

PHILLY VOICE

**A mural of the bald baby JD  
Vance meme is going up on a  
Fishtown restaurant**

"... FUBAR PAC, a Democratic group working to win back the House of Representatives in 2026. ...Now, they're painting a mural inspired by the "Bald JD Vance" meme that's swept the internet."

AUG 15, 2025

# WE'RE NOT A TRADITIONAL PAC

## WE'RE A DISTRIBUTION ENGINE

In just the last 8 months, FUBAR PAC's organic and unpaid digital program has surpassed **110 million views**, gaining **225,000 followers**.

Our messaging regularly outperforms legacy organizations with 100x our budget while national PACs spend millions for similar results.

## OUR REACH



INSTAGRAM  
VIEWS: 78M



TIKTOK  
VIEWS: 30M



FACEBOOK  
VIEWS: 4M



YOUTUBE  
VIEWS: 123K



SUBSTACK  
VIEWS: 55K



# THE REAL BATTLEGROUND

## VOTING AGED MEN

Right-wing media outlets are successfully targeting male voters, pulling them down the alt-right pipeline and converting them to life-long Republicans before Democrats can even take a swing.

In 2024, we saw a 9-point voter participation gap by gender: 50% turnout among young women and 41% among young men age 18-29, despite the fact that young men have a 12 point net favorability toward Democrats.<sup>2</sup>

## PENETRATING THE MANOSPHERE

FUBAR PAC is fighting back by directly reaching young male voters online and guiding their outrage into concrete political action.

## FUBAR PAC'S AUDIENCE:

75% MALE



82% AGE 18-44



47% AGE 18-34



1. "New Data: Nearly Half of Youth Voted in 2024," Tufts University, 14 April, 2025, [www.npr.org/templates/story/story.php?](https://www.npr.org/templates/story/story.php?)  
2. "Harvard Youth Poll," Harvard University, Fall 2025, <https://iop.harvard.edu/youth-poll/51st-edition-fall-2025>

# OUR TARGETS



**ROB BRESNAHAN (PA-08)**

2024 GAP: 1.6% - 6,252 VOTES



**RYAN MACKENZIE (PA-07)**

2024 GAP: 1% - 4,062 VOTES



**SCOTT PERRY (PA-10)**

2024 GAP: 1.2% - 5,133 VOTES

## FOCUSED ON OUR OWN BACKYARD, FIRST

We're focusing on our homebase Pennsylvania where we can have the most impact in 2026. These are also the most winnable seats in the country, with razor thin margins from 2024 and uniquely unqualified men at the helm.

As FUBAR PAC grows, we are open to investing in statewide races in PA, and races up and down ballot in all 50 states. We aren't interested in half-assing or over-promising; We take donor trust and investment seriously.

## MOVABLE OBJECTS, UNSTOPPABLE FORCE

Rob Bresnahan and Ryan Mackenzie both flipped their district in 2024, unseating longtime Democrats by 1.6% and 1%, respectively. In 2024, Scott Perry won by his slimmest margin yet.

PA-08: R+4 - Lean Republican<sup>3</sup>  
PA-07: R+1 - Toss-Up  
PA-10: R+3 - Toss-Up

## HYPER-LOCAL INVESTMENT

With only a few thousand votes deciding each race, we are using precise, targeted events and digital advocacy to activate voters.

Think college campus activations, master-level online engagement, and larger than life art installations to capture attention and keep it all the way through November.

<sup>3</sup>. Polling Data, Cool Partisan Voting Index, Updated November 17, 2025,  
<https://www.cookpolitical.com/house/race/483941>,  
<https://www.cookpolitical.com/house/race/483946>,  
<https://www.cookpolitical.com/house/race/483956>



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# WHAT YOUR FUNDING WILL DO

**\$1,000** Distribution of high quality targeted opposition merch to 100 college-age voters.

**\$2,000** One-day targeted district event with a reach of 250 college-age voters.

**\$5,000** Medium-scale art installation, semi-permanent or event-based include artist commissioning, supplies, and promotion. Major earned media opportunity.

**\$10,000** GOTV oppo text/outreach program in 1 target congressional district.

**\$15,000** Oppo billboard in all 3 target districts, for 1 month. Includes production.

**\$20,000** Expand investment to 1 additional PA congressional race.

**\$25,000** Produce and fund digital opposition ad on Instagram with 1 million impression reach including in-district across all target districts.

**\$30,000** Expand investment to 1 out-of-state Senate Race including in-state support staff.

**\$100,000** Fully fund FUBAR PAC through end of 2026 campaign cycle.

**We can't do all this without you.**

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**FUBARPAC.ORG**



FUBAR PAC is a registered Political Action Committee focused on expanding public understanding of critical policy issues through education, outreach, and advocacy to help communities engage more meaningfully in our democracy.