

The Left's Own Project 2025 is Dumping Cash into Corporate Media Manipulation Networks.

A left-wing umbrella group that appears to be little more than a front for the Democratic Party's own version of [Project 2025](#) has spent several hundred thousand dollars on a digital and mail ad campaign promoting attacks on Project 2025 aimed at Generation Z [voters](#).

United for Democracy, ostensibly a [coalition](#) of various [progressive](#) and Democrat-aligned activist organizations, is the group behind the ads and operates technically as a 501(c)4 not-for-profit organization.

The group is running digital ads and sponsoring political newsletters like *POLITICO* Playbook, directing individuals to the website "Project2025.wtf," as well as driving advertising vans around the scarcely swing district of Capitol Hill in Washington, D.C.



"If MAGA extremists win this fall, they will pursue Project 2025 policies to gut the checks and balances that protect American Freedoms", United for Democracy's sponsored ad, appearing in Playbook, reads.

The lies continue to spread.

Spotted this morning outside the Capitol. pic.twitter.com/z9DOaFwwNi

— MORGONN (@morgonnm) [October 8, 2024](#)

It continues: "You think the Courts will save us?! LOL. The six MAGA Supreme Court Justices are already implementing some of Project 2025's worst ideas."

A message from United for Democracy:

If MAGA extremists win this fall, they will pursue Project 2025 policies to gut the checks and balances that protect American freedoms.

You think the Courts will save us?! LOL. The six MAGA Supreme Court Justices are already implementing some of Project 2025's worst ideas.

[Learn more at Project2025.wtf.](https://Project2025.wtf)

CAMPAIGN AGAINST PROJECT 2025.

Formed in 2023, United for Democracy began as a campaign vehicle aimed at [undermining](#) the legitimacy of the U.S. Supreme Court. However, earlier this year it appears the organization shifted its activities to electioneering, with a specific focus on The Heritage Foundation's [Project 2025](#).

Since the start of June 2024, United for Democracy has [spent](#) just shy of \$400,000 on digital and mail ads targeting [Project 2025](#) in an effort to attack President Donald J. Trump's bid to retake the White House. Federal Election Commission (FEC) records indicate that the group's ad campaign has been developed and executed by Bully Pulpit International, a progressive marketing firm that has been active in European politics—especially in the United Kingdom, Belgium, and Germany.

The Project2025.wtf website, where the United for Democracy ads direct viewers, is a relatively simple scroll page featuring outlandish and false claims regarding The Heritage Foundation's independent presidential transition project. While most of the messaging is focused on misleading claims regarding Trump's [abortion](#) policies, the site also makes the absurd claim that Trump will round up documented immigrants and put them in camps.

THE LEFT'S PROJECT 2025.

While United for Democracy bills itself as a coalition of organizations, it has deep ties to the Democratic Party's own version of Project 2025—the Center for American Progress (CAP). Stasha Rhodes, who serves as the group's executive director, is a former CAP staffer who worked on gun control advocacy in 2017 and 2018. Earlier this year, she [rejoined](#) CAP as a senior fellow tasked with leading the progressive policy group's [democracy](#) and [government](#) reform projects.

The Biden-Harris government's agenda has—in large part—been directed by senior CAP staffers. Neera Tanden, who helped found CAP along with [John Podesta](#) and later succeeded him as the group's leader, currently [serves](#) as the director of the Biden White House's Domestic Policy Council. From 2021 until 2023, Tanden served as a senior advisor to President Biden.

Between 2021 and 2022, the Biden-Harris government [hired](#) at least 70 CAP staffers, and the organization is credited with being a powerful driver of the Democratic government's agenda. Mirroring the political left's attacks on Project 2025, CAP was [billed](#) by *Time Magazine* following the 2008 election as “*Obama's Idea Factory in Washington.*”

