

# Zohran Mamdani's Transition Team Chooses a Grassroots Fundraising Approach after Electoral Win

*Mamdani calls on everyday New Yorkers to fund his Transition into Office*

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Zohran Mamdani, recent Mayor elect of New York City and auto-denominated Democratic Socialist, recently published a social media video calling on all New Yorkers to help raise \$4 million dollars to fund his team's transition into office. *"Unlike the campaign, transitions do not get public matching funds from the city. So that 8 to 1 match? Gone. It's up to us to raise the money. Usually campaigns take that as an opportunity to rely on wealthy donors, but that's not us."* (Zohran Mamdani via Instagram).

Usually, campaign transition funds are handled differently than campaign funds. The latter is regulated by the NYC Campaign Finance Board and is strictly monitored. The 8-to-1 match that Mamdani mentions on his social media is a direct reference to the CFG's matching funds program that allows candidates to opt into a program *"through which the city matches individual donations under the condition they abide by **certain spending and contribution limits**."* Under the 8-to-1 match, \$10 becomes 80, and \$250 becomes \$2,250 in total funding.

Unlike campaign funding, transitions are handled through the Transition and Inauguration Entities (TIEs) which abide by different rules. Transition funds have largely been funded by lobbyists, special interest groups and real estate leaders in the past, and the funding is usually kept under wraps. Though there are limits to the contributions that can be made through TIEs, it is not as tightly regulated or as transparent as the funding done for campaign purposes.

Mamdani has chosen to follow the path of grassroots fundraising, relying instead on the donations of everyday New Yorkers and Americans to fund his transition, in hopes of being

ready “...so January 1st can be the day we start to deliver, not start to prepare.” (Zohran Mamdani via Instagram.) As of November 18, the average donation to his transition campaign was \$77.65 dollars, a significantly lower amount than the average donations given to Eric Adams in 2021, which was an average of \$1,219 per donor. Nonetheless, the support for Mamdani’s administration seems to be keeping strong, with some even going as far as calling Mamdani “the people’s princess of New York.”

#### Sources/Citations

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