

FOR IMMEDIATE RELEASE: APRIL 28, 2026:

Congressional Candidate Mark Scheffler Announces “CivicConnect” Plan to End Political Spam Texts and Restore Voter Control

“Less noise. Real connection.”

APPLETON, WI — April 28, 2026 — Congressional candidate Mark Scheffler today unveiled CivicConnect, a voter-first proposal designed to give Americans full control over political communications—ending unwanted spam texts while strengthening direct, meaningful engagement with elected officials.

“People are tired of getting flooded with political texts that try to scare them into donating,” said Scheffler. “That’s not democracy—that’s spam. CivicConnect is about putting control back where it belongs: in the hands of voters.”

The Problem

Across the country, voters are receiving an increasing volume of political text messages—often multiple per day—from campaigns, PACs, and third-party groups. Many of these messages are driven by urgency and fear-based appeals, and there is currently no universal way for individuals to opt out.

While the Telephone Consumer Protection Act regulates certain forms of communication, political messaging frequently operates in a gray area that allows campaigns to contact individuals without clear, ongoing consent.

The CivicConnect Solution

CivicConnect establishes a modern, national standard for political communication built around consent, transparency, and voter choice.

Key Features:

Opt-In Only Communication

Campaigns may only send text messages to individuals who have explicitly chosen to receive them.

National “Do Not Text” Registry

A single, permanent opt-out from all political text messaging—simple, universal, and enforceable.

Unified Communication Platform

A secure app and web portal where voters can:

Select which candidates or causes may contact them

Choose communication methods (text, email, app notifications)

Set frequency preferences

Verified Sender Transparency

Every message clearly identifies the sender and explains why the recipient is being contacted.

Direct Voter-to-Representative Communication

Built-in tools allow constituents to message elected officials, participate in surveys, and engage in town halls—without being overwhelmed by mass outreach.

A Bipartisan, Common-Sense Approach

Scheffler emphasized that CivicConnect is designed to appeal across the political spectrum:

Protects privacy and reduces unwanted intrusion

Increases transparency in political messaging

Encourages higher-quality, more meaningful engagement

“This isn’t about limiting speech—it’s about respecting people,” Scheffler said. “When voters are constantly bombarded, they tune out. CivicConnect creates space for real conversations again.”

A Path Forward

The CivicConnect proposal would modernize federal communication standards by:

Updating the Telephone Consumer Protection Act for the digital age

Establishing a national “Do Not Text” registry

Creating a secure, voter-controlled communication platform

About Mark Scheffler

Mark Scheffler is a Democratic candidate for Congress in Wisconsin’s 8th District, running a people-powered campaign focused on trust, transparency, and building stronger connections between citizens and their government. If elected to the House of Representatives, Scheffler pledges to serve as an independent to rebuild bridges across the political divide, not burn them down.

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