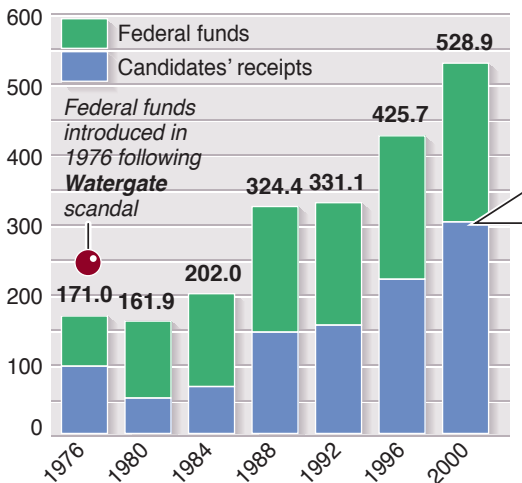


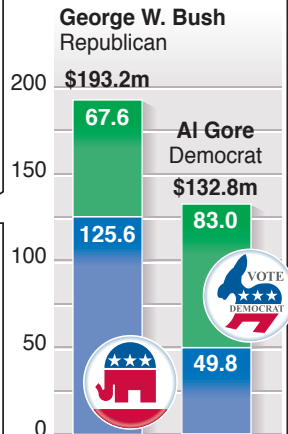
Soaring price of winning the White House

George W. Bush raised almost \$126 million – more than any presidential candidate in history – to fund his bid for the White House in 2000. Now that contribution limits have been doubled to \$2,000 per donor, Bush plans to double his campaign funds in his bid to win a second term in 2004

Contributions to presidential candidates (\$m)



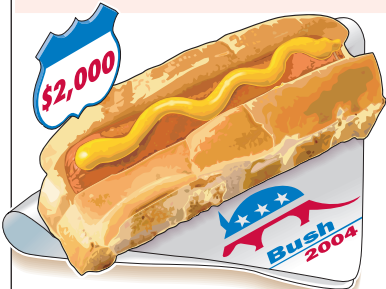
Campaign 2000 (\$m)



Federal Funds: Financed exclusively by voluntary contributions from U.S. taxpayers, who may choose to contribute \$3 of their annual federal income tax



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\$3 million receptions: Up to 1,500 guests donate \$2,000 apiece at hot dog, hamburger and nacho receptions. A photo with the President costs \$20,000. Fundraisers who each convince 100 people to donate \$2,000 each join an elite group called *Pioneers*. More than 530 *Pioneers* aim to raise over \$100 million

