

You Won't Believe How Much the Trump Campaign Has Raised in 'Small-Dollar' Donations

As Republican presidential nominee Donald Trump surges in the polls, his campaign coffers have swelled, thanks in large part to a surge of "small-dollar donations."

In October, the Trump camp raised more than \$100 million just in small-dollar donations. More than 1.6 million small-dollar donors contributed to his campaign during the month—an increase of 151 percent over September.

"Hitting a 100 million dollar goal in October is an amazing milestone for the campaign as it shows how Mr. Trump's message is resonating with millions of voters across the country," the campaign's digital director, Brad Parscale, said. "We have seen significant growth in our fundraising online, just as we see growth in our poll numbers. These metrics and others highlight the groundswell of support that will make Donald J. Trump the 45th president of the United States."

While small-dollar donations fill a campaign's coffers more slowly than can bigger contributions, they are a strong indicator of grass-roots support for a candidate.