

MOVEON'S 2018 MARCH TO THE BALLOT BOX

Together, millions of MoveOn members helped power an historic midterm wave that ended Republican control of the House and elected a diverse slate of progressives up and down the ballot. Our \$25 million Resist & Win program combined grassroots Resistance energy with innovative technology and tactics and likely ensured hundreds of thousands of additional votes were cast for Democrats.

MASS MOBILIZATION TO GET OUT THE VOTE

- Tens of thousands of members attended **1,000+ volunteer-led voter contact Wave** events.
- Week after week, **tens of thousands of activists** joined MoveOn's massive Resist & Win calls.
- More than **1,500 text team volunteers** sent **35 million peer-to-peer text messages** to potential voters.
- More than **5,000 volunteers** made calls in the final days before the election to voters in flippable districts.

A GROUNDBREAKING VIDEO PERSUASION PROGRAM: REAL VOTER VOICES

- We collected, vetted, and prepared **2,500 videos** of real people from all walks of life sharing their reasons for voting.
- We tested and ran the most persuasive 260 videos in **90 House districts, 10 Senate races, and 10 gubernatorial races**, including Spanish-language video ads in Texas.
- Our \$3.5 million in Facebook ads for the program made us the largest **political ad spender on Facebook** in the election's closing days.
- We targeted more than **20 million voters**, likely adding **hundreds of thousands of votes** to Democrats' totals.



FRAMING THE CONVERSATION

- MoveOn's in-house Video Lab produced **150+ election videos** about candidates and issues that were viewed more than **50 million** times on Facebook, Twitter, and Instagram.
- Our national spokesperson and senior advisor **Karine Jean-Pierre** was a regular guest on CNN, MSNBC, PBS, NPR, and other outlets, making the case that voters were ready for change.
- Via our social media channels, we reached an average of **more than a million people a day** with progressive content and information about how to get involved in the election.



DIRECT SUPPORT FOR CANDIDATES

- MoveOn members endorsed **more than 100 candidates for Congress** and **more than 100 for state and local office**, including inspiring progressive champions.
- Endorsed candidates prioritized issues such as **expanding health care, protecting immigrants, making the economy work for everyone**, and countering the Trump administration.
- We helped **swing important primaries** by supporting candidates, including Ilhan Omar, Rashida Tlaib, and Alexandria Ocasio-Cortez at the federal level, and Stacey Abrams and other candidates down-ballot.
- Of the **House candidates** we endorsed 33% were people of color, 60% identify as women, 10% identify as LGBTQ, 11% were veterans, 36% were 40 or younger, and 71% were first-time candidates.
- Of the **nonfederal candidates** we endorsed, 72% were people of color, 64% identify as women, 15% identify as LGBTQ, and 8% were Muslim-American.
- MoveOn members chipped in more than **\$4.5 million** in small-dollar contributions to campaigns in dozens of key House and Senate races. Our contributions include \$1.6 million in support for **Black women congressional candidates**.

