



TO: Interested Parties
FROM: MoveOn Political Action Executive Director Rahna Epting
DATE: January 26, 2024
RE: MoveOn Political Action 2024 Election Plan

MEMO:

MoveOn 2024 Election Plan

I. PLAN OVERVIEW

With our fundamental freedoms and institutions in jeopardy as twice-impeached and criminally indicted former President Trump looms over the Oval Office, **MoveOn is unveiling its \$32+ million election program to reelect President Biden, secure another Democratic trifecta, and protect American democracy from Trump.** This largest persuasion program in MoveOn's history is designed to once again turn out the Biden-Harris coalition and continue to fight for progressive change for all.

In 2024, our democracy, abortion access, and fundamental freedoms are at stake like never before, and MoveOn is meeting the moment. We are strategically addressing the enthusiasm gap among Democratic voters by narrowing in on young surge voters in battleground states and House districts. We are beginning our election program earlier than any cycle in our organization's history, focusing on working to **reelect President Biden and Vice President Harris, flipping more than two dozen U.S. House seats, and investing in Wisconsin, Pennsylvania, Arizona, Nevada, and Ohio Senate seats.**

Trump and his advisers have said loud and clear that their intent is to destroy our fundamental freedoms and tear apart the fabric of our democracy. Yet at every level of the ballot, tens of millions of Americans have repeatedly rejected Trump and extremist MAGA policies. From electing Wisconsin Judge Protasiewicz to holding the Virginia Senate and taking back the Virginia House to passing abortion ballot measures in historically red states, the electorate stands to be energized and focused on moving the country forward and protecting our rights and freedoms.

II. BUILDING ON MOMENTUM FROM 2020 AND BEYOND

MoveOn and our members were on the front lines in the 2020 and 2022 elections – mobilizing communities and providing voters with the resources they need to make their voices heard at the ballot box.

We ran the largest relational-organizing programs of the 2020 and 2022 elections. In 2020, MoveOn members raised more than **\$3 million**, filled more than **6,700** phone bank shifts, and collected more than **1 million [vote tripling pledges](#)** in support of the Biden-Harris ticket – all contributing to a Democratic trifecta. In 2022, MoveOn and our members raised **\$1.5 million** for MoveOn-endorsed candidates, contacted more than **42 million voters**, and [more](#).

MoveOn members know that when we elect Democrats, we're able to campaign and win progressive change. We worked to elect Biden-Harris and a Democratic Congress in 2020 with a mandate to protect our rights and freedoms and blunt right-wing extremism. Together, millions of us organized for the most sweeping climate actions in a generation, expansions of the ACA, tax policies that favor the working class over the wealthiest Americans, and more. Democrats have made good on their campaign promises to pass a bold, transformational agenda. But, there's more work to be done to level the playing field and secure people-first policies for progressive change.

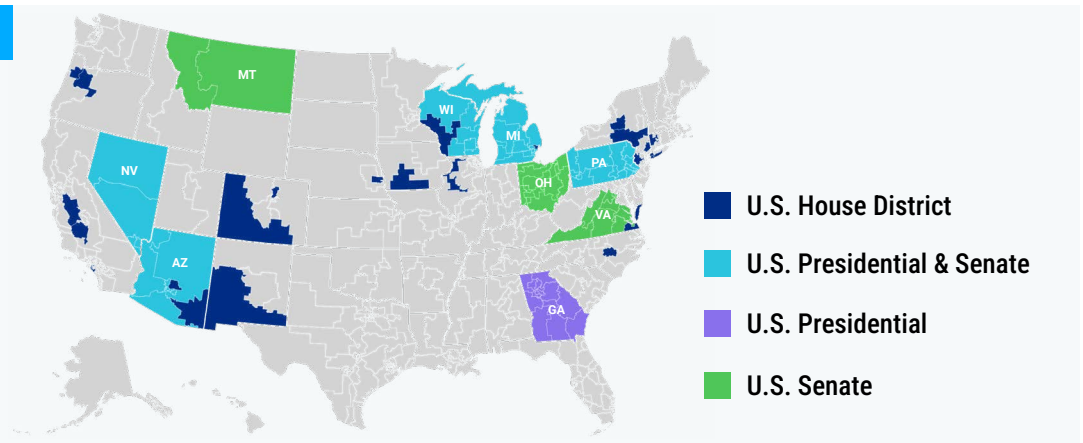
That's why MoveOn members endorsed President Biden less than a week after he announced his reelection campaign, signaling the continued importance of coming together to safeguard American democracy, abortion access, and our fundamental freedoms. The last four years have shown us that when Democrats are in office, progressives are able to advocate for people-powered progress and advance justice for all.

III. WHERE WE WIN: MOVEON'S 2024 TARGET RACES

MoveOn is investing more than \$32 million in the House, Senate, and presidential races. Our 2024 map includes top presidential battleground states, swing House districts, and key Senate races that align with our member density.

- ✓ **PRESIDENT BIDEN'S REELECTION TO THE OVAL OFFICE:** MoveOn will play a key role campaigning for the Biden-Harris ticket in several states, including Pennsylvania, Wisconsin, Nevada, Arizona, Michigan, Georgia, and Ohio.
- ✓ **WINNING BACK THE HOUSE:** The path to a Democratic majority in the House is clear, but it will not be easy. The current margin holds at five seats that we need to flip in our favor to retain control. Since early last year, MoveOn members have been organizing on the ground in "[Complicit Caucus](#)" districts – 18 swing districts Biden carried in 2020 but Republicans won in 2022. **MoveOn is targeting more than two dozen seats this cycle that give Democrats the best shot at winning back the House in 2024.**
- ✓ **PROTECTING THE SENATE MAJORITY:** With 34 total seats up for reelection, we will need all hands on deck to maintain our razor-thin Senate majority. **MoveOn is primarily investing in Wisconsin, Pennsylvania, Arizona, Nevada, and Ohio Senate seats this cycle.**

2024 PRIORITY RACES



IV. HOW WE WIN: TARGET SURGE VOTERS WITH AN ISSUES-FIRST STRATEGY

On January 28, MoveOn will launch our 2024 mobilization efforts – **the earliest we have kickstarted our election program in our 25-year history. MoveOn’s direct voter outreach begins with member-hosted house parties where volunteers are trained to prepare for voter contact in the spring.** As in previous cycles, local MoveOn leaders will engage with Democratic-leaning voters in their communities to turn them out to the ballot box. In 2024, we’ll focus on both **voter persuasion and turnout among individuals who typically vote for Democrats.** Our relational persuasion efforts are designed to address the notable enthusiasm gap within core constituencies in the Democratic Party – talking to voters early and where they are. MoveOn members will contact voters and persuade them to support the Democratic candidates and vote by November.

Our 2024 organizing targets are **surge voters: people who became active for the first time, or more active, after the 2016 election.** Surge voters need additional reminders to turn out, and they historically vote for Democrats when they do vote. Within this surge voter population of **more than 11 million across our target geographies,** MoveOn is narrowing in on young voters and voters who need to be persuaded to turn out again for the Biden coalition.

We will continue to utilize key voter contact tactics that have proven to be successful from previous cycles, including house parties, targeted digital ads, direct voter contact through phone banking, canvassing, and [vote tripling](#), where committed voters remind friends and family to GOTV. MoveOn’s research-based strategy is to layer these contacts and connect with voters at least three times through multiple channels to increase our impact. Throughout the cycle, we’ll test the efficacy and saliency of various messengers, modes, and messages in boosting persuasion and mobilization.

2024 TIMELINE

JANUARY	Official launch to our election program with house parties to energize volunteers and kickstart recruitment efforts.
FEBRUARY- MARCH	Our volunteer training campaign starts, defining the best practices for talking to our network and providing key message guidance to communicate with voters.
SPRING- SUMMER	Vote Mobilizers will lead voter outreach using multiple methods of contact, persuading surge voters to support the Democratic candidates and vote in the 2024 election.
FALL	We will move to vote tripling in the fall, supporting our communities to GOTV and reelect President Biden and Vice President Harris.
ELECTION	Tuesday, November 5, 2024

Surge voters are often motivated to turn out with issues-focused messaging, and MoveOn will continue our work of listening to our members and identifying the policies that have the biggest impact on their day-to-day lives. We will also lean into issue-based content that has repeatedly been shown to be motivating to Democratic-leaning voters, including protecting abortion access and preserving our democracy.

Individuals who vote three cycles in a row become lifelong voters, and by consistently targeting surge voters, we're growing the base for a generation.

V. PROTECTING OUR DEMOCRACY FROM TRUMP AND THIRD-PARTY THREATS

Third-party presidential candidates are putting our democracy at risk, making it all the more challenging to beat Donald Trump and MAGA Republicans in 2024. The [data shows](#) that 2016 will surely repeat itself if these third-party spoilers do not step aside.

No Labels, a \$70 million dark-money group with ties to right-wing MAGA donors, has currently gained access to the ballot in more than a dozen states – including key swing states like Arizona, where President Biden [won](#) by fewer than 11,000 votes. No Labels and its leaders are refusing to answer reasonable questions about their efforts and how they plan to win 270 electoral votes. Despite operating like a political party, they have repeatedly dismissed calls for them to release information about all of their donors. They have not been clear about how any ticket they nominate would fight for abortion access – one of the most salient issues for voters. No Labels even has a [radical “contingent election” plan](#) that would throw our country into further chaos and reelect Trump.

MoveOn is also keeping a close and critical eye on other third-party efforts, including Robert F. Kennedy Jr., Dr. Cornel West, and other individuals teasing third-party runs to boost their political careers under the guise of unifying our country.

To be clear: This is not a time for fantasy politics. It is incredibly dangerous to initiate these reckless thought experiments during such a perilous time for American democracy. This moment requires great urgency to solidify behind President Biden and show unified resolve to defeat MAGA and build on the progressive movement's progress of the last few years. ■