



MEMORANDUM

To: Interested Parties

From: Mohammad Khan, MoveOn Political Action Political Director

Date: August 1, 2024

Harris for President Campaign Boosted by Grassroots Energy

MoveOn Breaks Records as the Harris Surge Continues

VICE PRESIDENT HARRIS UNIFIES ANTI-TRUMP COALITION

Since President Biden made the selfless and patriotic decision to end his 2024 reelection campaign and immediately endorse Vice President Kamala Harris, the Harris campaign has given an adrenaline shot to the Democratic base and the anti-Trump coalition. As the Trump campaign falters and Vice President Harris's polling numbers rise, the prospects of Democrats' holding the Senate and taking back the House continue to improve. The Harris campaign has already yielded seismic fundraising and volunteering returns, validating the swift efforts from Democrats to unite behind Vice President Harris.

MOVEON MEMBERS ARE ENERGIZED IN RECORD NUMBERS TO ELECT HARRIS, STOP THE TRUMP PROJECT 2025 AGENDA

As the largest digital-first, multi-issue political campaigning organization, with more than 10 million members across the country, MoveOn has similarly witnessed a massive increase in its member engagement in response to Harris's candidacy. The vice president has galvanized our members to get out the vote to elect Harris, and Democrats down the ballot to protect and expand upon our hard-fought progress and stop the Trump MAGA Project 2025 agenda in its tracks.

MoveOn members quickly endorsed Kamala Harris's candidacy for the presidency at overwhelmingly high numbers. Vice President Harris was endorsed by **more than 87%** of our members because she has the experience, judgment, and vision to advance our people-first agenda. The swift Harris endorsement marked the second-highest rate for a presidential candidate in MoveOn's history, just shy of 91% of members endorsing President Obama's second term. A record-breaking 25,000+ members shared supportive comments with us in addition to making their endorsement vote.



Our grassroots fundraising efforts since Harris announced her candidacy have been through the roof. MoveOn surpassed \$1 million in donations within 24 hours of Biden's decision on July 21 to step aside and endorse Harris. In fact, the only time we have seen similar grassroots fundraising energy since 2016 is when Kamala Harris was nominated for vice president four years ago. **More than 30% of all donations made in the first week after Biden announced his endorsement of Harris were new.**

Kamala Harris is inspiring our members, and that energy is focusing us on the task at hand to stop Trump and his MAGA Project 2025 supporters once again. Our members know what is at stake and are reinvigorated to support the work to protect our freedoms and our futures this election. Our membership is approaching the highest action rates we have seen since the height of the Trump Resistance era, as evidenced by unexpected increases in member sign-ups, merchandise transactions, and volunteering sign-ups.

More than [220,000 "Madam President" stickers](#) have been ordered. MoveOn held the **second-biggest volunteer phone bank** in the organization's history on July 25. Our postcard writing **party events doubled overnight**. And more than 6,000 people RSVP'd to and **20,000 people watched a MoveOn for Kamala election livestream event** we held a week after the announcement, which featured [Representative Nancy Pelosi signing her presidential nomination petition for Vice President Harris](#) during the live event.

MOBILIZING DEMOCRATS FROM NOW UNTIL NOVEMBER

In the last 10 days, Vice President Harris has proven to do an incredible job narrowing the enthusiasm gap between the base and the left that has, up until this point, plagued Democrats this cycle. She is effectively turning the page and reigniting a new story about the high-stakes 2024 election. The Harris campaign, Democrats, and allied organizations like MoveOn will need to keep at it with effective, broad, and targeted campaigning and mobilizing to reach the disaffected and disengaged voters who are critical to defeating MAGA.

The base is clearly reinvigorated, but our sightlines must be focused downstream with the voters who need more introduction and persuasion to vote for Harris this fall. It is critical that we continue to expand the battleground back into places like Arizona, Nevada, and Georgia, while also pushing back on the efforts of Donald Trump, Republicans, and third-party MAGA spoilers like RFK Jr., Cornel West, and Jill Stein who aim to divide the anti-Trump coalition. MoveOn is strategically positioned to take advantage of this momentum as it [engages 1.5 million younger, Democratic-leaning surge voters](#) in battleground states and districts who are not consistent voters with a renewed appeal to vote for Democrats for our futures and our freedoms and against Trump and any MAGA-supported candidates.