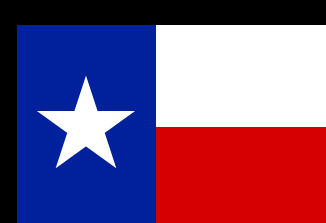


MoveOn Collective Action

Case Study

2025



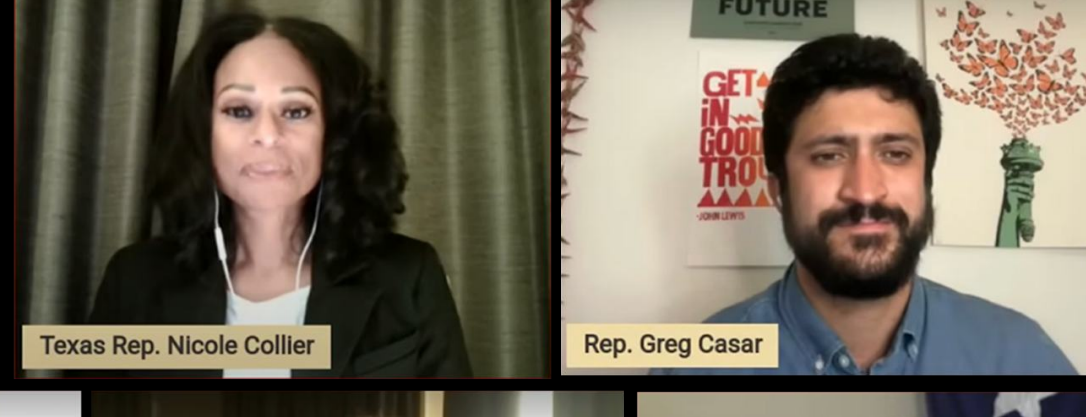
Don't Mess With Texas

MOVEON

Talarico is so articulate and intelligent when he speaks and shares his insight. I appreciate the quiet decency he is bringing to the table, with a dash of Texas spiciness!

Illinois governor is correct: kindergartners could draw better lines!

Thanks for taking time to do this. It's so important for us to unite & fight this cheating. Enough is enough!



The Situation

Governor Greg Abbott and Donald Trump are trying to rig Texas's elections and redraw congressional maps in Republicans' favor. **But Texas House Democrats are taking a bold stand for fair representation.**



Rapid Response

Within 24 hours, MoveOn planned a virtual livestream event with Congressional Progressive Caucus Chair Rep. Greg Casar, Texas State Rep. Nicole Collier, Texas State Rep. James Talarico, and Beto O'Rourke to discuss what's happening with the desperate and dirty **Republican power grab happening in Texas to rig the 2026 congressional elections.**



The Event

During the event, Texas representatives discussed why we should be paying attention to Republicans trying to redraw voting maps, and the implications that this has for the upcoming midterm elections.



The Logistics

Planning a livestream is a complex undertaking with multiple moving parts. You have to manage speaker recruitment, audience recruitment, production, budget, legal considerations, and external communications. Still, MoveOn recognized the urgency of the moment. The nation was watching, and **this was the chance to harness people power to support those taking such a principled stand.**



Calling On Friends

MoveOn partnered with ACT.TV to produce the virtual stage design and manage the livestream production. We quickly reached out to celebrities with activist backgrounds and partnered with three to help get the word out about the livestream event.

Building Awareness

Nicole Yvette Brown, Jodie Sweetin, and Padma Lakshmi all posted to their Instagram and TikTok accounts about our Don't Mess With Texas livestream, reaching **millions of viewers** outside of MoveOn's substantial member base.

Given the relevance of the topic, there was overwhelming interest from local and national media, including RSVPs from:

CNN
NBC News
Courier Newsroom
El Paso Matters
CBS TX 21
KHOU-11

CBS News Radio
San Antonio Report
La Esquina TX
KVDA Telemundo 60
NBC 4/CW35 San Antonio
740 KTRH



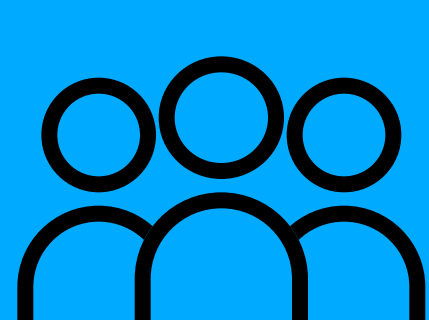
Our Strength

As a rapid-response organization, MoveOn knew how to best utilize our digital channels to promote our livestream event with Texas Representatives.

Results

8.5K+

people viewed the livestream



<2.5 Hrs

of strategic event promo recruited thousands of RSVPs

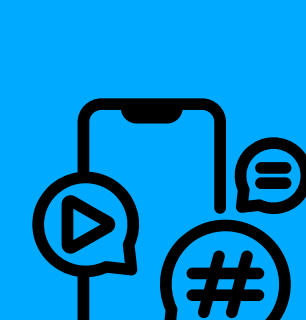


We created a multipronged approach, sending out text messages, advertising on our website, and reaching out to our Mobilizer community.



~50%

of attendees were from social media outreach, word-of-mouth, and organic Mobilize traffic



Igniting Hope

Reception from MoveOn members was **overwhelmingly positive:**

"I found it inspiring, especially the discussion about how this is not just about Texas and how those of us from other states could and should respond."

—MoveOn member from OR

"Was good to see Democrats standing their ground and fighting fire with fire. Very brave. I donated \$250, hope it helps."

—MoveOn member from LV

"INSPIRING! Much needed. Finally, Democrats who are BREATHING! I was so happy that I joined this important event."

—MoveOn member from NY

Our Promise

MoveOn is always ready to fight for what's right and can pivot to meet the moment

MoveOn is always prepared to meet the moment by utilizing our digital channels while engaging our members to stand up to fight for what's right. We will continue to be the **digital-first go-to rapid-response organization that makes an impact.**

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