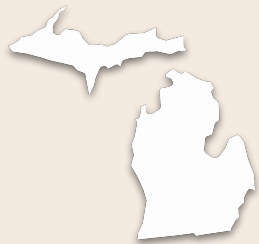


# OUR 2022 IMPACT:

**Supermajority turned out 959,336 voters**

Our universe was **2.5MM women voters**

We made **3,987,065 contact attempts**



**Michigan**  
Turnout: 282,102  
Universe: 493,128  
Attempts: 1,195,884



**Pennsylvania**  
Turnout: 229,124  
Universe: 528,864  
Attempts: 829,786



**Arizona**  
Turnout: 116,191  
Universe: 318,639  
Attempts: 421,305



**N. Carolina**  
Turnout: 150,683  
Universe: 631,381  
Attempts: 395,539



**Georgia**  
Turnout: 181,238  
Universe: 768,295  
Attempts: 493,626

## About our Approach

We use values-based conversations: women talking to other women about voting for our values, instead of a specific party, candidate, or issue.

Our voter contact was powered by 10,200 Supermajority members, with 620 of our volunteers completing more than two shifts.

## About Our Targeting

We prioritized counties that had the highest percentages of women of color or young women.

Our voter universe was women ages 18 -35, white women and women of color, who had a turnout score of less than 40 and a partisanship score of over 70 (meaning they sporadically vote in presidential elections and never vote in midterm elections & have shared values).

# OUR TAKEAWAY:

## Starting Early Matters

### Percentage of 18-35 year olds contacted by Supermajority who voted

Voter contact started in March 2022

Michigan



40%

Pennsylvania



41%

Voter contact started September 2022

Arizona



26%

Georgia



27%

N. Carolina



20%

We can  
**DOUBLE** our  
impact by  
starting early

In Michigan and Pennsylvania, we began a deep canvassing program in March 2022, shifted to primary awareness through the spring and summer, and then began GOTV in September 2022. In Arizona, Georgia, and North Carolina we were limited to outreach during GOTV.

# Supermajority

## Michigan 2022

### In 2022, there was a lot on the line for women in Michigan

– from access to safe abortion care, paid leave, quality and affordable childcare, and a living wage. We believed that if we increased women’s civic engagement, we could win policies that would make women’s lives better. We focused on supporting underrepresented communities of women using values-based organizing, as opposed to issue-based, party-based, or candidate-based, to build women’s power.

#### Supermajority Ed Fund c3

Introduced the Majority Rules, our values-based agenda, to women across Michigan, using deep canvassing strategies.

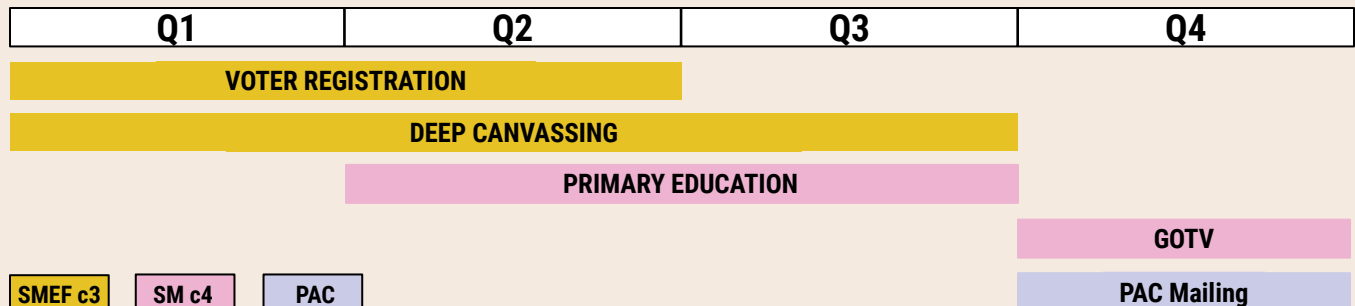
#### Supermajority c4

Connected our shared values to what was on the ballot in Michigan’s 2022 election.

#### Supermajority PAC

Made sure voters knew which candidates, up and down the ballot, would turn the Majority Rules into reality for Michiganders.

### PROGRAM TIMELINE



### PROGRAM OUTPUTS

	SMEF c3	SM c4	PAC	Impact
Signatures	20,000			Worked with LGBT Detroit to collect signatures for the Reproductive Freedom for All ballot initiative
Doors Knocked	24,976	6,286		Identified women who shared our values for deep canvassing Talked to voters primarily in counties of Washtenaw (Ann Arbor *historic turnout) & Wayne (Detroit)
Dials Made	6,402	300,795		Connected values with voting & support making a plan to vote Shared voting info & applied social pressure about voting
Mail Sent	205,796		394,867	Sent mail to first time voters w/ the Voter Participation Center Sent mail that favored Democratic candidates across Michigan that aligned with the Majority Rules
Texts Sent		857,425		Sent information and reminders about making a plan to vote
Ad Impressions		1.7M		Told the story of women as the country’s largest voting bloc

# Supermajority

## CELEBRATING WINS IN MICHIGAN

### Supermajority had unique impact on low propensity women voters:

**1) We used values-based relationship building**, instead of talking about single issues or single candidates; **2) We took a multi-channel, layered approach**, meeting voters where they are on the phone, at the doors, and by using mail; and **3) Our voter contact was entirely volunteer-powered**; volunteers received training, live support, and were in community with one another working towards a shared goal.

**1,133,244**

Total women voter contact attempts by Supermajority

**273,006**

Total women reached by Supermajority who voted

**182,807**

Total women ages 18-35 reached by Supermajority who voted

**\$1.26**  
cost per  
vote\*

\*Cost per vote includes:  
state-based staff, paid media, texts, calls, doors, mail

Our whole universe of women voters had a turnout score under 60, were white women & women of color, and 45% were ages 18-35

Nearly 40% of the total number of 18-35 year olds who voted in MICHIGAN (493,500) were contacted by Supermajority

Supermajority's attempted universe of low propensity women voters had a turnout rate of 24%

Hosted rapid response Dobbs event with Congresswomen Rashida Tlaib and Dana Nessel. 1,214 RSVP'd.

In July we texted 210,444 voters to discuss what happens after the Dobbs v. Jackson decision.



PRIMARY EDUCATION

163 volunteer leaders called 1,500 voters

Total of 1,268 volunteers conducted voter outreach

Hosted 11 events to call and text voters in the days leading up to the election



GOTV

AG. Nessel won by:  
**376,809**



72% of AG Dana Nessel's margin of victory was made up of Supermajority's voters.

Gov. Whitmer won by:  
**469,674**



58% of Governor Whitmer's margin of victory was made up of Supermajority's voters.

And she wore Supermajority's Pink Suit during her acceptance speech!

## HEADING INTO 2024

### Young women are the fastest growing segment of the progressive women's voting bloc.<sup>1</sup>

In Michigan, women 18-35 had the largest increase in vote share of any demographic in 2022 (their vote share grew by 14.6%), and we saw record turnout on University of Michigan's campus, significant enough to impact down-ballot races.<sup>2</sup> Yet, voters under 30 are less likely than older voters to say they were contacted by mail, phone, and home visits.<sup>3</sup> Supermajority is building power and capacity to turnout a multiracial coalition of young women voters in Michigan in November of 2024.

### KEY RACES IN 2023 & 2024



Presidential

House

Senate



### STRATEGIES

- **Create a relationship with the 103,085 first time and infrequent woman voters in Michigan** who cast a ballot in 2022, of which 76,126 will be 18-35 in 2024, to make sure they vote again in the next election.
- **Expand the electorate** through engagement of the 954,937 young women who were ELIGIBLE but did NOT vote in 2022.
- **Grow scalable and effective infrastructure for volunteer door programs** in Wayne, Oakland, and Macomb counties (where 40% of young women voters reside in Michigan).
- Lay foundations of an infrastructure for a 2024 organizing program to **reach 515,649 women voters and mobilize a 15,469 strategic vote difference** that will decide the electoral college outcome in Michigan.
- **Define the issue environment by educating voters** early and often about the importance of winning in 2024 nationally; Michigan is allocated 15 of the 270 Electoral College votes needed to win the presidency.

### MICHIGAN PARTNERS

Diversity of our partnerships is key. Working with state partners across issues and constituencies toward a single goal created flexibility and access to political intelligence that had direct impact on how we utilized resources effectively.



1. Pew Research. *Millennials approach Baby Boomers as America's largest generation in the electorate*  
 2. America Votes, *Michigan Voter File Analysis Presentation*  
 3. Pew Research, *Key findings about voter engagement in the 2020 election*

# Supermajority®



## Pennsylvania 2022

### In 2022, there was a lot on the line for women in Pennsylvania

– abortion access, the freedom to vote, and the chance to send leaders who will champion women to both the governor's house and the U.S. Senate. Knowing this election was critical at both the state and national level, Supermajority focused on mobilizing efforts in counties where there was a high population of women of color of all ages and young white women 18-35 in counties that were critical to carry as a winning candidate for statewide office in PA. We used values-based organizing as opposed to issue-based, party-based, or candidate-based, to build women's power.

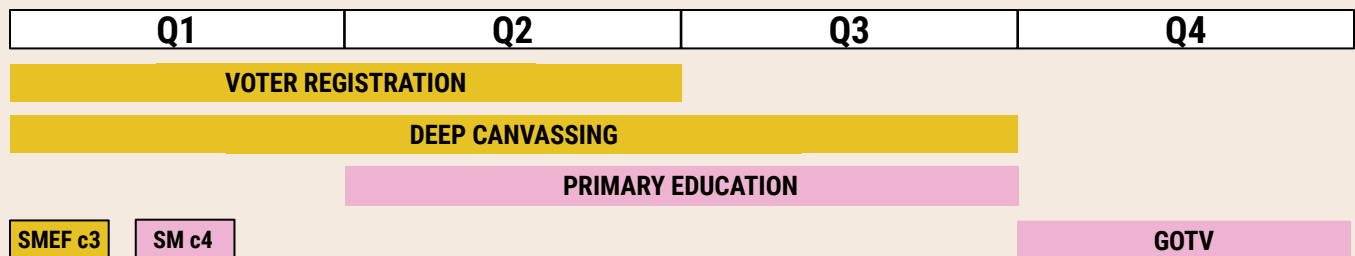
#### Supermajority Ed Fund c3

Introduced the Majority Rules, our values-based agenda, to women across Pennsylvania, using deep canvassing strategies.

#### Supermajority c4

Connected our shared values to what was on the ballot in Pennsylvania's 2022 election.

### PROGRAM TIMELINE



### PROGRAM OUTPUTS

	SMEF c3	SM c4	Impact
Pledges	3,821		Connected on values by ensuring women signed and supported the Majority Rules (primarily in Pittsburgh)
Doors Knocked	30,802	3,010	Identified women who shared our values for deep canvassing Talked to voters across PA such as counties of Philadelphia, Allegheny, Montgomery, Bucks, Chester, Lehigh
Dials Made	18,345	166,010	Built urgency and tied values with voting while supporting women making a plan to vote Shared voting info & applied social pressure about voting
Mail Sent	60,785		Sent mail to first time voters w/ the Voter Participation Center
Texts Sent		611,539	Sent information and reminders about making a plan to vote
Ad Impressions		3.2M	Told the story of women as the country's largest voting bloc
Members		16,507	Contacted target voters monthly, connecting them to our organizers and sharing Pennsylvania-specific voting information and reminders



## Supermajority had an unmatched connection with low-propensity women voters:

1) We used values-based relationship building instead of talking about single issues or single candidates; 2) We took a multi-channel, layered approach, meeting voters where they are on the phone, at the doors, and in the mail; 3) Our voter contact was entirely volunteer-powered, and volunteers received training and live support while working in community with one another towards a shared goal; and 4) We highlighted leaders who will work for the policies that women need and deserve.

907,078

Total women voter contact attempts by Supermajority

55¢  
cost per  
vote\*

282,102

Total women reached by Supermajority who voted

\*Cost per vote includes:  
state-based staff, paid media, texts, calls, doors, mail

137,760

Total women ages 18-35 reached by Supermajority who voted

Primary  
Education

We worked with One PA to canvass, Al-Bustan to phone & text bank, and Women's March to lead local march in Pittsburgh

Volunteers

422 Women Are Voting Captains, 1,053 Total volunteers, 87% of vols completed 2+ shifts

Events

Members attended Obama/Fetterman rally



The voters we contacted often do not show up on Election Day.

Our universe of voters had a turnout score under 60, they were white women and women of color, and 45 percent were ages 18-35.

Our outreach worked.

43 percent of Supermajority's attempted universe of low propensity women voters (528,864) turned out to vote.

We represented the margin of victory in key races.

Of all 18-35 year olds who voted in Pennsylvania (493,500), one third were contacted by Supermajority.

Sen. Fetterman  
won by:  
263,505



100% of Sen. Fetterman's margin of victory was made up of Supermajority's voters.

Gov. Shapiro  
won by:  
791,301



35% of Governor Shapiro's margin of victory was made up of Supermajority's voters.

## HEADING INTO 2024

### Young women are the fastest growing segment of the progressive women's voting bloc.<sup>1</sup>

Young people in Pennsylvania make up 16 percent of the state's population (about average), but the youth registration rate (69 percent) in the state is above average.<sup>2</sup> Yet, voters under 30 are less likely than older voters to say they were contacted by mail, phone, and home visits.<sup>3</sup> Supermajority is building power and capacity to turnout a multiracial coalition of young women voters in Pennsylvania in November of 2024.

### KEY RACES IN 2023 & 2024



Presidential

House  
(national  
& state)

Senate  
(national  
& state)

State  
Supreme  
Court

Philadelphia  
Mayoral



### STRATEGIES

- **Create a relationship with the 183,420 first time and infrequent women voters in Pennsylvania** who cast a ballot in 2022, of which 76,126 will be 18-35 in 2024, to make sure they vote again in the next election.
- **Expand the electorate** through engagement of the 432,300 young women who were eligible but did not vote in 2022.
- **Grow scalable and effective infrastructure for volunteer door programs** in 9 counties (where 60% percent of young women voters reside in Pennsylvania).
- Lay foundations of an infrastructure for a 2024 organizing program to **reach 585,918 women voters and mobilize a 61,129 strategic vote difference** that will decide the electoral college outcome in Pennsylvania.
- **Define the issue environment by educating voters early and often** about the importance of winning in 2024 nationally; Pennsylvania is allocated 20 of the 270 Electoral College votes needed to win the presidency.

### PENNSYLVANIA PARTNERS

Diversity of our partnerships is key. Working with state partners across issues and constituencies toward a single goal created flexibility and access to political intelligence that had direct impact on how we utilized resources effectively.



1. Pew Research. *Millennials approach Baby Boomers as America's largest generation in the electorate*  
 2. CIRCLE at Tufts, *Youth Electoral Significance Index for 2022 Midterm Elections*  
 3. Pew Research, *Key findings about voter engagement in the 2020 election*



# Supermajority

## ARIZONA, GEORGIA, and NORTH CAROLINA 2022

**In 2022, there was a lot on the line for women, and we knew investment in purple states like Arizona, Georgia, and North Carolina was the answer.** After the Supreme Court overturned *Roe v. Wade* in June 2022, it was vital to find strategic ways to protect abortion access at both the state and federal levels. Supermajority added three states to our get out the vote program that could have an outsized effect with our sparse resources: Arizona, Georgia, and North Carolina. Our work in these states during the '22 cycle gave us the opportunity to help add two Democratic senators to the U.S. Congress, expanding our slim majority and making it possible to pass the Women's Health Protection Act. At the state level, we were able to help elect and support progressive governors who would protect and expand women's freedoms in their states.

### Why Arizona

**Federal:** Reelect Sen. Mark Kelly, making it possible to pass the Women's Health Protection Act

**State:** Elect Katie Hobbs as governor to veto anti-abortion legislation and other policies that attack women's freedoms

**Low propensity women voters in our universe:**  
318, 639

### Why Georgia

**Federal:** Reelect Sen. Rev. Raphael Warnock, making it possible to pass the Women's Health Protection Act

**State:** Elect Stacey Abrams as governor to veto legislation that attacks women's freedoms, and to make history as the first Black woman governor of any state

**Low propensity women voters in our universe:**  
768, 295

### Why North Carolina

**Federal:** Elect Cheri Beasley to the Senate, making it possible to pass the Women's Health Protection Act

**State:** Prevent a supermajority of anti-choice legislators in the state house from being able to override Gov. Roy Cooper's veto

**Low propensity women voters in our universe:**  
631, 381

## PROGRAM OUTPUTS

	AZ	GA	NC	Description
<b>Members</b>	8,156	8,552	10,185	Ensured members affirmed their annual membership to be a part of Supermajority and our work
<b>Dials Made</b>	42,470	40,820	28,385	Connected values with voting and supported women in making a plan to vote Shared voting information and applied social pressure about voting
<b>Texts Sent</b>	358,714	367,336	339,497	Sent information and reminders about making a plan to vote
<b>Volunteer Leaders</b>	531	243	561	Developed Women Are Voting Captains program, with captains signing up in Aug. 2022 to each complete dials to 1,500 potential voters

# Supermajority

## Celebrating Wins

Supermajority had an unmatched connection with low-propensity women voters — women who hold our shared beliefs but who infrequently participate in elections. **1) We used values-based relationship building** instead of talking about single issues or single candidates; **2) We took a multi-channel, layered approach**, meeting voters where they are on the phone, at the doors, and in the mail; **3) Our voter contact was entirely volunteer-powered**, and volunteers received training and live support while working towards a shared goal; and **4) We made deep connections, particularly with young women 18-35**.

**1,177,222**

**Total women voter contact attempts by Supermajority**

**448,110**

**Total women reached by Supermajority who voted**

**138,537**

**Total women ages 18-35 reached by Supermajority who voted**

**30%**

In Arizona, 30 percent of all 18-35 year old women who voted were attempted by Supermajority.

**8%**

In Georgia, women made up a supermajority of the electorate — 55 percent. Supermajority was able to attempt 181,236 or 8 percent.

**23%**

In North Carolina, more than one third of our GOTV universe was 18-35, and of those we attempted, 23 percent voted.

**Mark Kelly won by 125,719**



**92 percent** of Sen. Kelly's margin of victory was made up of Supermajority's voters.

**Gov Katie Hobbs won by 17,117**



Supermajority turned out **116,191 voters** in Arizona.

## Heading into 2024

**Young women are the fastest growing segment of the progressive women's voting bloc.<sup>1</sup>**

Supermajority is building power and capacity to turnout a multiracial coalition of young women voters in Arizona, Georgia, and North Carolina in November 2024. To have the largest effect possible, we plan to begin our program in these states in early 2024.

### KEY RACES IN 2023 & 2024

#### White House

**AZ, GA, and NC make up 52 electoral college votes.**

#### Senate

**We need a Democratic senator in AZ who will work alongside Sen. Mark Kelley.**

#### State races

**NC governor's office is critical for protecting abortion access in the South.**

### STRATEGIES

- **Create a relationship with first time and infrequent women voters** who cast a ballot in 2022 to make sure they vote again in the next election.

#### ARIZONA

Voters who will still be 18-35 in 2024: 22,718

#### GEORGIA

Voters who will still be 18-35 in 2024: 49,652

#### NORTH CAROLINA

Voters who will still be 18-35 in 2024: 46,720

- **Expand the electorate** through engagement of the 954,937 young women across these three states who were eligible but did not vote in 2022.

#### ARIZONA

432,300

#### GEORGIA

1,110,406

#### NORTH CAROLINA

923,320

- **Build the infrastructure and define the issue environment by educating voters** early and often about the importance of winning in 2024 nationally.

#### ARIZONA

Margin of victory for 2024: 10,457

#### GEORGIA

Margin of victory for 2024: 12,670

#### NORTH CAROLINA

Margin of victory for 2024: -74,481

1. Pew Research. *Millennials approach Baby Boomers as America's largest generation in the electorate*