

*in 2024 we will...*

knock on  
**5,303,000**  
doors

participate in  
**401**  
campaigns

add  
**37,600**  
team members

reach  
**36,767,000**  
voters

send  
**25,800,000**  
postcards



# Distributed Organizing



Distributed Organizing brings the power of in-person voter contact to rural and exurban communities where traditional door knocking is cost prohibitive. Utilizing PTP's innovative mapping tool, Field Representatives have on-demand access to voter lists so they can knock doors in their own neighborhoods at times that are convenient for them and without reporting to a physical office.

- ▶ Based on past PTP randomized control trials, Distributed Organizing increases turnout by an average of 10.4%.
- ▶ Innovative approach to towns in rural and exurban locations like Asheville (NC), Eau Claire (WI), Valdosta (GA), and Yuma (AZ)
- ▶ With your support we will...



**Hire 7,500 Field Representatives.**

**Reach 3,613,000 inconsistent Democratic voters.**

**Spend just \$4.43 per knock vs. \$7.30 in most campaigns—a huge cost savings!**

# Relational Organizing



Our Relational Organizing program recruits Democrats with an inconsistent voting record and enlists them in talking with family, friends, and neighbors about the importance of voting. You might not answer a stranger's knock on your door or pick up a call from an unknown number, but a message from a friend can cut through the noise.

- ▶ Research from the Ossoff for Senate campaign showed a 3.8% boost in turnout.
- ▶ Works best in urban centers like Atlanta (GA), Charlotte (NC), Las Vegas (NV), Milwaukee (WI), and Phoenix (AZ).
- ▶ With your support we will...

**Hire 28,000 Community Mobilizers.**

**Reach 1,540,000 inconsistent Democratic voters.**

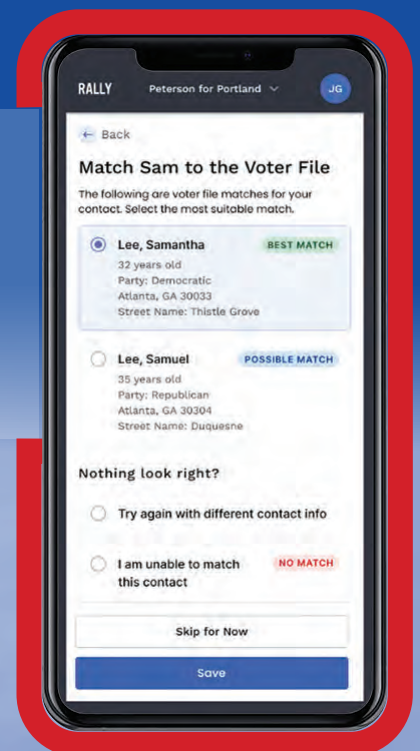
**Spend just \$8.12 per voter!**

Do you typically vote for Democrats?

Yep! 😊

There's a big election for Congress coming up.

Can we count on you to vote?

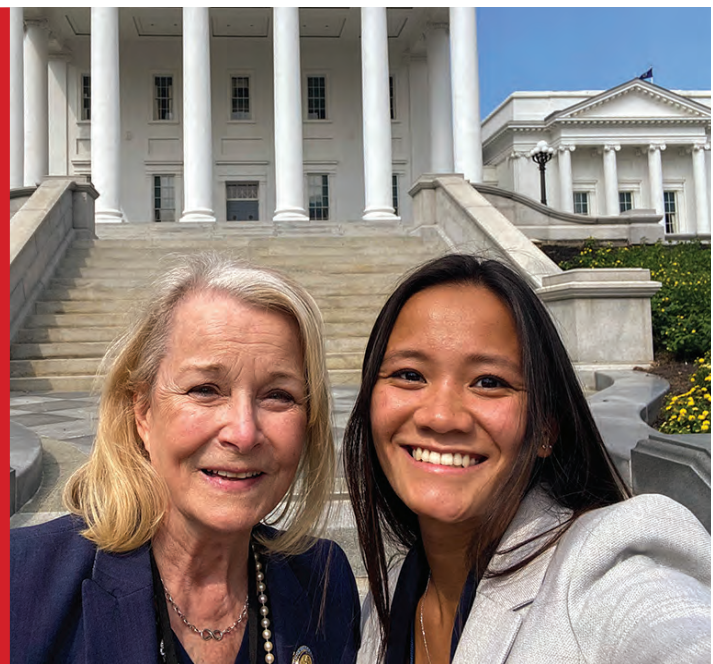


# Campaign Fellows



The Campaign Fellows program embeds voter contact-focused staffers on state and federal campaigns. Once these Fellows complete PTP's best practices training series, they are ready to deploy to voters' doors. Adding one full-time staff member can make all the difference, especially in the out-of-the-spotlight races Democrats need to win.

- ▶ PTP will place 550 Campaign Fellows on 390 targeted state and federal campaigns.
- ▶ Through their efforts, each Campaign Fellow will help their candidate reach an additional 5,000 voters—2,750,000 additional voters in total!
- ▶ PTP will spend just \$1.14 to reach each additional voter!



# Postcards to Swing States



Postcards to Swing States started in a volunteer's garage. In just four years, our volunteers in all 50 states, D.C., and U.S. territories sent 41 million handwritten messages to voters, more than any other organization. More important, our experiments proved that our postcards added over 500,000 of voters in states that secured victory for President Biden and Vice President Harris, as well as down-ballot races.

- ▶ PTP's award-winning research found postcards boosted turnout 1.3%.
- ▶ 25,800,000 postcards will go to 10 presidential and Senate battleground states as well as targeted U.S. House and state legislative districts.
- ▶ PTP will spend just 9 cents to reach each voter!



# Turnout Mail



Our Turnout Mail program puts proven get out the vote and data-driven messages in front of inconsistent Democratic voters in critical U.S. House campaigns. The letters are steeped in research with social pressure content that is focused on early voting deadlines, messages to voters who had requested mail ballots, and other timely reminders.

- ▶ Social pressure mail has proven to increase turnout by as much as 8%.
- ▶ PTP will send Turnout Mail to the most competitive congressional districts.
- ▶ On average, a district will receive 300,000 pieces of turnout mail.
- ▶ PTP will spend just 66 cents to reach each voter!



Watch deep-dives on our proven programs  
[turnoutpac.org/what-we-do](https://turnoutpac.org/what-we-do)

