



IMPACT

— REPORT —

STOP
REPUBLICANS



WWW.TURNOUTPAC.ORG

WHO WE ARE

Progressive Turnout Project is the largest voter contact organization in the country. Our mission: Get Democrats to vote.

We were founded in 2015 to fill a void in Democratic strategy — the lack of an organization 100% focused on targeted field conversations in highly competitive House and Senate races, instead of pouring money into ineffective TV ads.

“I’m grateful that Progressive Turnout Project is putting in the hard work to turn out voters for Democrats up and down the ticket. PTP supports grassroots candidates who run in tough races and helped me win in 2018.”



Rep. Katie Porter
(CA-45)

In the past five years, Progressive Turnout Project has taken a leadership role in testing new field tactics and fine-tuning our traditional door-to-door canvass program.

In 2020, we developed a robust digital and phone program, plus expanded outreach to Latinx and Spanish-speaking voters.

With Joe Biden and Kamala Harris in the White House, and Democrats in control in Congress, we wanted to share our latest work with you.

HOW WE WON

In 2020, we reached voters in 37 states, with our most significant field investments in the biggest battleground states.

Our Turnout Fellows also took on roles in 100 key campaigns across the country, and our Turnout2020 phone bank volunteers made more than 5 million calls.



53M Voter-Contact Attempts

1,210 Field Representatives

4.3B Digital Ad Impressions

174 Fellows

21.2M Handwritten Postcards

PROGRAM HIGHLIGHTS

Progressive Turnout Project helped flip five states — plus the NE-02 electoral vote — for Joe Biden. Here's how we performed in three of them.

ARIZONA was on our watchlist for two big reasons: a vulnerable incumbent Republican Senator, Martha McSally, and a growing Democratic electorate thanks to years of work by local groups. Our Phoenix and Tucson teams (plus volunteers) made more than 4.2 million voter-contact attempts to flip Arizona for Mark Kelly and Joe Biden.



→ **89** staff on the ground **\$2,827,000** investment

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In **GEORGIA**, our more than 11.6 million voter-contact attempts helped turn out the voters Democrats needed not only to win these 16 electoral votes but also to send Rev. Raphael Warnock and Jon Ossoff to the U.S. Senate.



→ **132** staff on the ground **\$4,992,000** investment

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MICHIGAN was Hillary Clinton's narrowest loss in 2016: just 10,704 votes. We vowed that Democrats would win big here in 2020, and — thanks in part to our teams' and volunteers' 5.5 million voter-contact attempts and 30,000 commitments to vote — we delivered.



→ **157** staff on the ground **\$4,649,000** investment

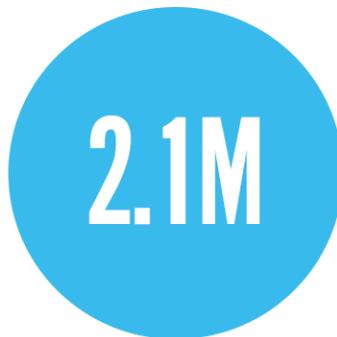
GRASSROOTS FUNDED

And who made all this possible?

Grassroots donors just like you, who responded to the stakes of this election — and recognized the importance of one-on-one voter contact — with a historic number of small-dollar donations.



Average donation



Unique donors



**Total 2020
investment**

Because we're supported by 2.1 million small-dollar donors — and not dependent on large donations — we can budget to hire field staff early.

That early start allows for multiple conversations with voters, and it's key to our field programs' effectiveness.

We know from our own testing that our program can increase turnout by 10.4%.

ONWARD TO 2022

As you know, midterms are historically difficult for the incumbent President's party. We can't risk Democrats staying home in 2022 after winning a 50–50 Senate in 2020. That's why we're keeping a close eye on key Senate races to give us our best chance at passing progressive policies in the second half of Joe Biden's term:

SENATE PICKUP OPPORTUNITIES



Richard Burr*
North Carolina



Pat Toomey*
Pennsylvania



Ron Johnson
Wisconsin

**not running for re-election*

FRONTLINE DEMOCRATS TO DEFEND



Mark Kelly
Arizona



Raphael Warnock
Georgia



Catherine Cortez-Masto
Nevada



Maggie Hassan
New Hampshire



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