



# Progressive Turnout Project

**1.7M**  
doors  
knocked

**793**  
Democratic  
victories

**2022**

**IMPACT**

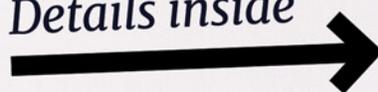
**REPORT**

**906K**  
conversations

**20.8M**  
handwritten  
postcards

**5,058**  
team  
members

Details inside



# Our Mission

## Rally Democrats to vote

Progressive Turnout Project is dedicated to mobilizing the Democratic Party and defending democracy. Our voter turnout initiatives are solely focused on motivating Democrats to exercise their right to vote.

We have ruthlessly focused on field since 2015. In the 2022 electoral cycle, we pivoted to emphasize **lean, innovative voter contact** approaches that allowed us to connect with inconsistent Democratic voters at their doors, through personal networks and via mail sent to their homes, through smart, cost-effective strategies.

In 2021–22, we are proud to have played a role in electing 793 Democrats up and down the ballot, expanding our U.S. Senate majority and building in-state power to cement progressive priorities.

PTP will continue to update the Democratic playbook and test new ways to reach more voters that traditional tactics can't reach. Year after year, cycle after cycle, we will work towards the advancement of Democrats and democracy itself.

### 2022 CYCLE

# 5,058

Team members

# 1.7M

Doors knocked

# ↑10.4%

Our average boost to voter turnout



*Winning in Georgia requires consistency and dedication. Progressive Turnout Project's long-term support in Georgia and efforts to connect with inconsistent Democratic voters made a real difference in critical races across the state."*



**Rep. Nikema Williams**  
GA-05



# Field

## Data-driven organizing



### **DISTRIBUTED ORGANIZING**

→ AZ, GA, NC, NH, NV, PA, WI

We recruited 981 paid Field Representatives to have one-on-one conversations with inconsistent Democratic voters in their own rural and exurban communities, providing these organizers with resources in canvassing best practices and the tools they need to rally voters.

Traditional canvassing work is centered on a field office, usually in an urban or suburban population center, where the density makes this work more cost-effective. But it also means those areas can become saturated with field programs while other areas are passed over. Distributed Organizing brings the power of in-person voter contact to rural areas where traditional canvassing would otherwise be cost-prohibitive.

We sent Field Representatives turfs, or lists of households in their area with infrequent Democratic voters, as they needed them, and provided support for any issues they encountered as they canvassed.



### **RELATIONAL ORGANIZING**

→ AZ, GA, NV, OH, PA, WI

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 that noise.

Relational organizing relies on voters called Community Mobilizers to act as trusted get-out-the-vote messengers in their own networks.

Modeled on a first-of-its-kind program by the 2020 Ossoff for Senate campaign, and building on our own 2021 pilot in Virginia, we recruited 3,053 Community Mobilizers who had 210,687 conversations with infrequent voters this cycle.

# Competing Everywhere

## Wisconsin

6.8K doors knocked  
20.0K conversations  
\$917K investment

## Ohio

126K doors knocked  
39.5K conversations  
94 Campaign Fellows  
\$948K investment

## New Hampshire

22.5K doors knocked  
7.9K conversations  
47 Campaign Fellows  
\$339K investment

## Pennsylvania

268K doors knocked  
74.4K conversations  
99 Campaign Fellows  
\$2.5M investment

## Nevada

37.6K doors knocked  
11.4K conversations  
26 Campaign Fellows  
\$862K investment

## Arizona

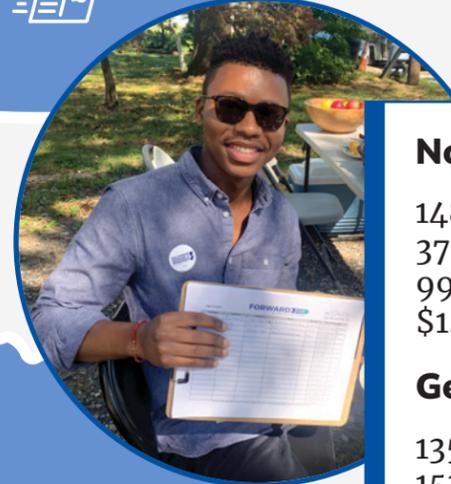
37.8K doors knocked  
22.6K conversations  
38 Campaign Fellows  
\$946K investment

## North Carolina

14.8K doors knocked  
37.8K conversations  
99 Campaign Fellows  
\$1.1M investment

## Georgia

135K doors knocked  
153K conversations  
68 Campaign Fellows  
\$3.2M investment



*Conversations include conversations at the door and via phone. Investment includes all programmatic expenses as well as Turnout Grants to grassroots groups.*

-  Field programs
-  Other programs
-  Distributed Organizing
-  Campaign Fellows
-  Relational Organizing
-  Postcards & Turnout Mail



# Campaign Fellows

## Building the Democratic bench

Our Campaign Fellows program, which embeds voter contact-focused staffers on state and federal campaigns, allows us to rally Democratic voters, support Democratic campaigns, and develop Democratic talent at the same time. When 2022 Fellows were not knocking doors, they received campaign training from PTP’s expert team, setting them up for future success.

### Campaign Fellows placed

Federal 130	Michigan 73	New Mexico 24	South Carolina 9
Arizona 38	Minnesota 72	North Carolina 99	Texas 45
Georgia 68	Nevada 26	Ohio 94	<b>Total 872</b>
Iowa 48	New Hampshire 47	Pennsylvania 99	

Fellows made a significant difference on state legislative campaigns, which are often short-staffed and without the resources to prioritize voter contact. Their outreach efforts helped in Democrats’ historic state-level 2022 gains throughout the US, and particularly across **Arizona, Michigan, Minnesota, New Hampshire** and **Pennsylvania**, where Democrats have either secured trifecta control or are on the cusp of flipping entire chambers.



*Arizona Fellows, connecting one-on-one with voters, helped send a clear message for change we saw at the ballot box. We’ll build upon this to push progressive policies in-state.”*



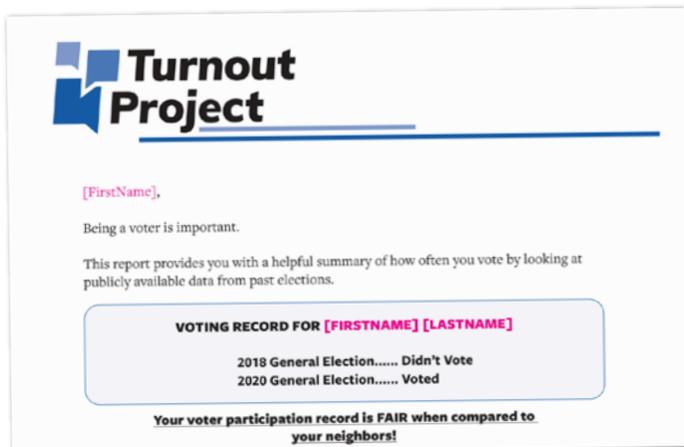
**Andrés Cano**

*Democratic Leader, Arizona House of Representatives*

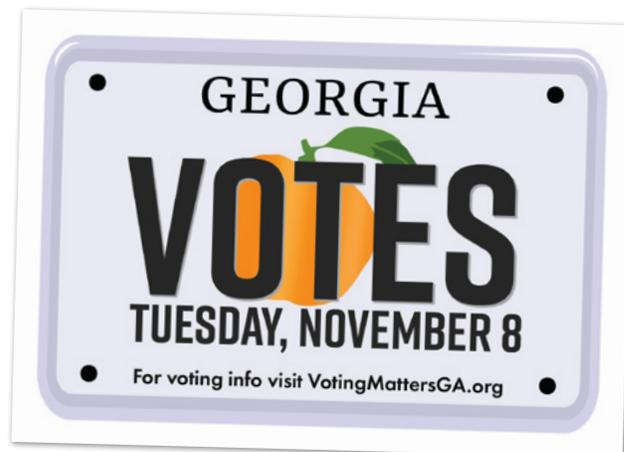


# Postcards & Mail

... and on to 2024



Turnout mailer



A Senate postcard design

More than 52,000 **Postcards to Swing States** volunteers sent 20.8 million handwritten postcards to voters across 26 states, and delivered more than 135,000 Neighborhood Letters throughout the 2022 election cycle.

In addition, PTP piloted a new turnout mail initiative, sending more than 73 different pieces of personalized mail, focused on early vote, mail chase and other timely reminders, to almost 1 million voters across 14 Congressional districts in 11 states. Every one of these frontline Democrats won reelection.



As we move past the midterms and shift our attention to the the White House and a 2024 Congress, PTP is carefully developing voter contact strategies in the perennial battleground states of Arizona, Georgia, Michigan, Pennsylvania and Wisconsin.

Voters can be deluged with messages in Presidential elections, so we'll remain laser focused on building early, strategic relationships with Democrats throughout the year, as well as testing new voter contact strategies through select 2023 state electoral cycles.

# Progressive Turnout Project



Questions?   
Suggestions?  
Get in touch!

[turnoutpac.org](https://turnoutpac.org)  
[@TurnoutPAC](https://twitter.com/TurnoutPAC)  
[info@turnoutpac.org](mailto:info@turnoutpac.org)  
331-223-4353