



# AMERICA FOR ALL

**MOVEON'S 2020 ELECTION PLAN**

# 1

## **Defeat Donald Trump**

Our number one priority in 2020 is to make Trump a one-term president.

# 2

## **End Republican Control of the Senate and Protect Democratic Control of the House**

We will take the Senate, end the corrupt reign of Mitch McConnell, and secure the **Democratic** majority in the House.

# 3

## **Blunt Attacks on Our Communities and Our Democracy**

We will fight right-wing attacks against people of color, low-income workers, immigrants, women, the LGBTQ community, and other marginalized groups. And we will combat attempts to subvert our democracy.



## GRASSROOTS PEOPLE POWER AND A \$20 MILLION INVESTMENT

We know that a grassroots, people-powered movement that inspires and turns out high numbers of voters is what's needed to win in 2020.

That's why, in 2020, MoveOn will launch a bold \$20 million effort that not only invests in the election but builds the long-term movement needed to build a country where we all can thrive. Our program will focus on three core strategies:



### Mobilize millions of members

and other grassroots progressives to make their voices heard in this election cycle, even amidst a pandemic—on social media, through volunteering and contributing money, and more. In battleground states, MoveOn expects to mobilize over 30,000 members to volunteer.



### Inspire turnout

among potential voters in battleground states. MoveOn has identified a voter turnout population of more than 7 million “high-potential” voters—young people, people of color, and previously infrequent voters—who are likely to support Democratic candidates if they cast ballots. MoveOn will target these voters to turn them out through direct voter contact, creative and cultural interventions, ads, and more.



### Protect the right to vote

from voter suppression attempts on and offline, as well as from new threats stemming from the coronavirus pandemic. While this public health crisis is causing uncertainty about how we will vote in the 2020 elections, MoveOn is committed to ensuring that everyone will be able to vote safely and securely in November. In addition, we will protect the right to vote for people—including people of color—targeted by disinformation and voter suppression.



# MOBILIZING MILLIONS

MoveOn members—millions of Americans from all walks of life who live in every state and congressional district—will lead the march to the ballot box. We'll leverage the strength of our powerful membership, providing our dedicated member leaders the training and tools they need to propel our movement to victory in November. Our members will

- organize their communities, turning out 10 of their friends and family members to vote in key battleground states
- volunteer directly for Democratic candidate campaigns
- raise millions of dollars for our champions in tight races
- plan grassroots actions that drive voters to the polls
- recruit other progressive activists to join them

In 2018, MoveOn members helped power a “Blue Wave” that resulted in the highest midterm turnout in a century and elected the most diverse Democratically controlled U.S. House of Representatives in history.

In 2020, we'll be the backbone of a movement to defeat Trump and take the Senate.

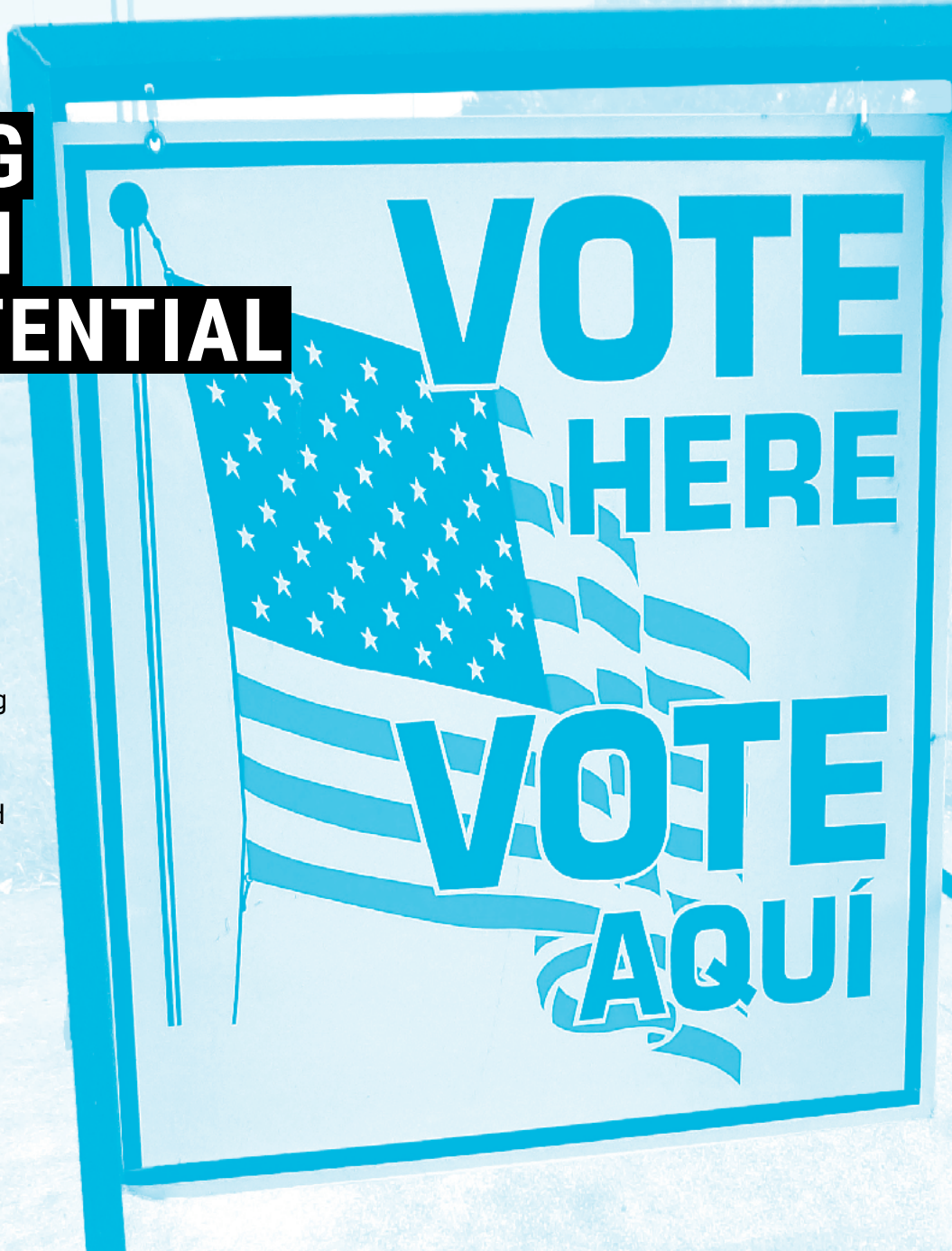




# INSPIRING 7 MILLION HIGH-POTENTIAL VOTERS

The 2020 election may be the highest turnout election in our lifetimes. With over 7 million high-potential voters in battleground states, we're driving campaigning that speaks to and inspires these critical voters. Those voters, historically ignored by the establishment, include the following:

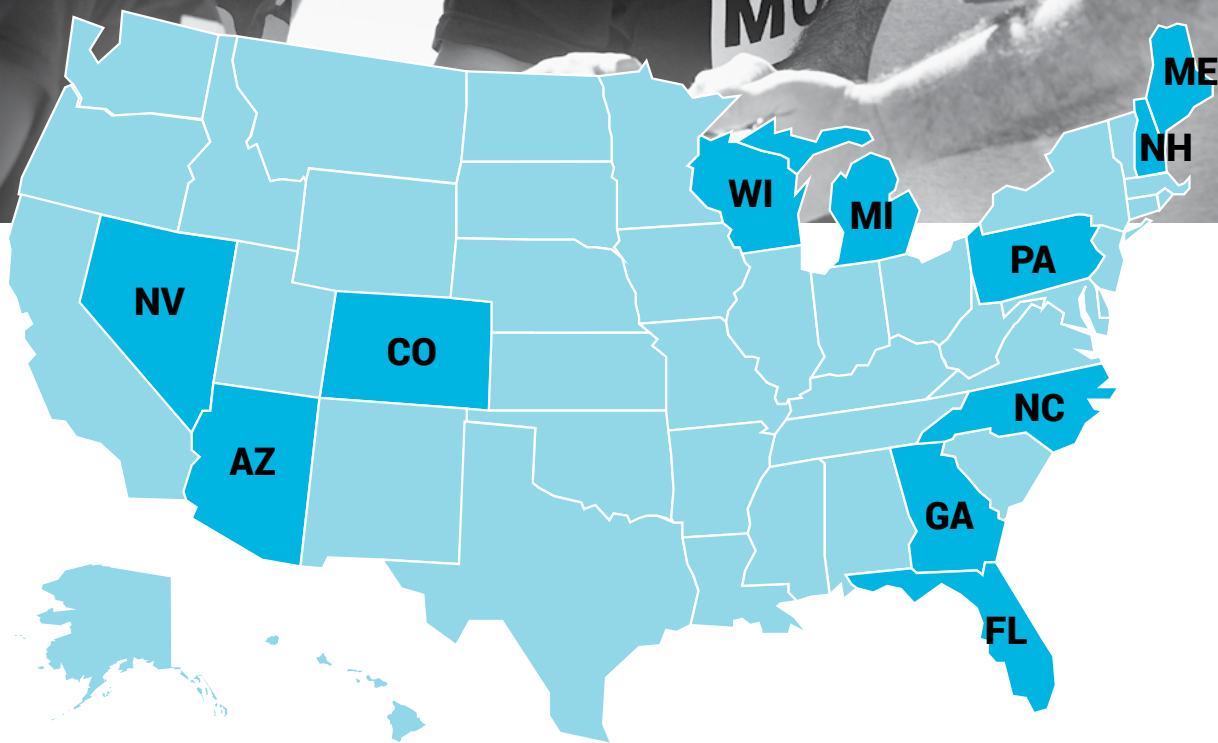
- **Young voters.**
- **First-time voters.**
- **Voters of color.**
- **New Americans.**
- **Lower-income voters.**



MoveOn recognizes that high-potential voters are a *critical* part of our multiracial, working-class movement for progress. Turning out high-potential voters in battleground states is the best path to winning the White House, flipping the Senate, and establishing a progressive governing majority across the country. That's why MoveOn will make historic investments to reach high-potential voters through organizing, by building a cultural movement, and by generating creative content that helps voters imagine a bold progressive future.



# WHERE WE'LL WORK



MoveOn is prioritizing the key presidential and Senate battleground states highlighted above, while also mobilizing to support dozens of House candidates in primary elections and the general election in November.

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