

ParentsTogether Action

*Persuadable Parents:
Moving a Key Voting Bloc in 2024*



ParentsTogether
ACTION



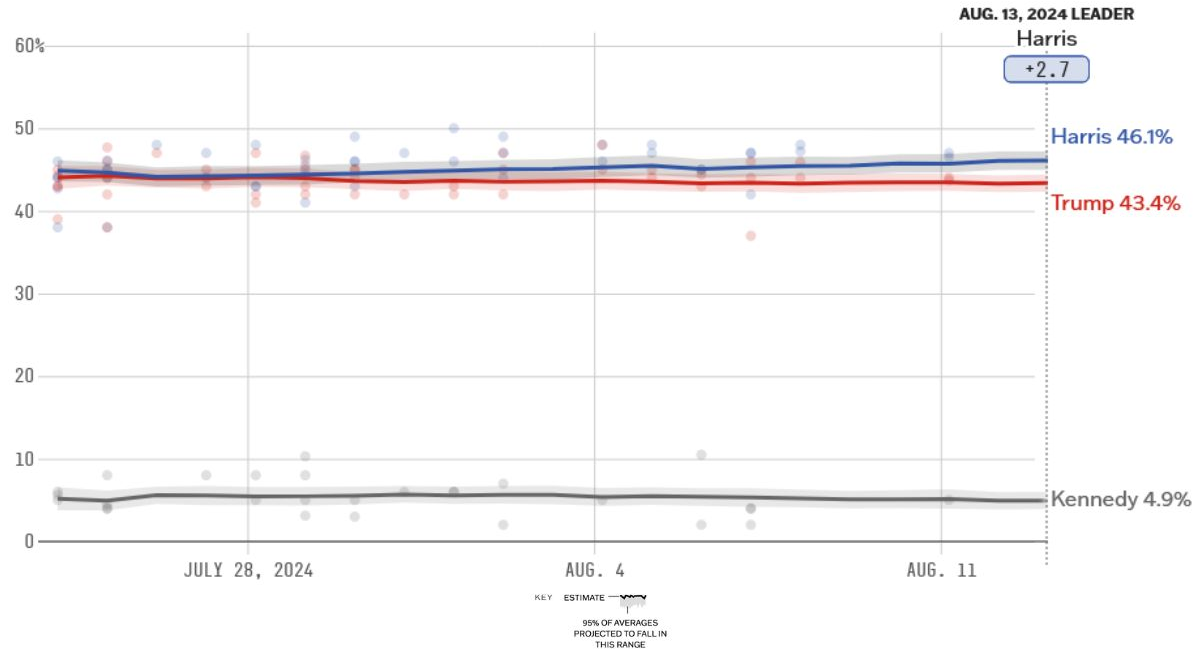
OUR ARGUMENT

The path to victory for Harris / Walz runs through parents

THIS RACE IS TIED

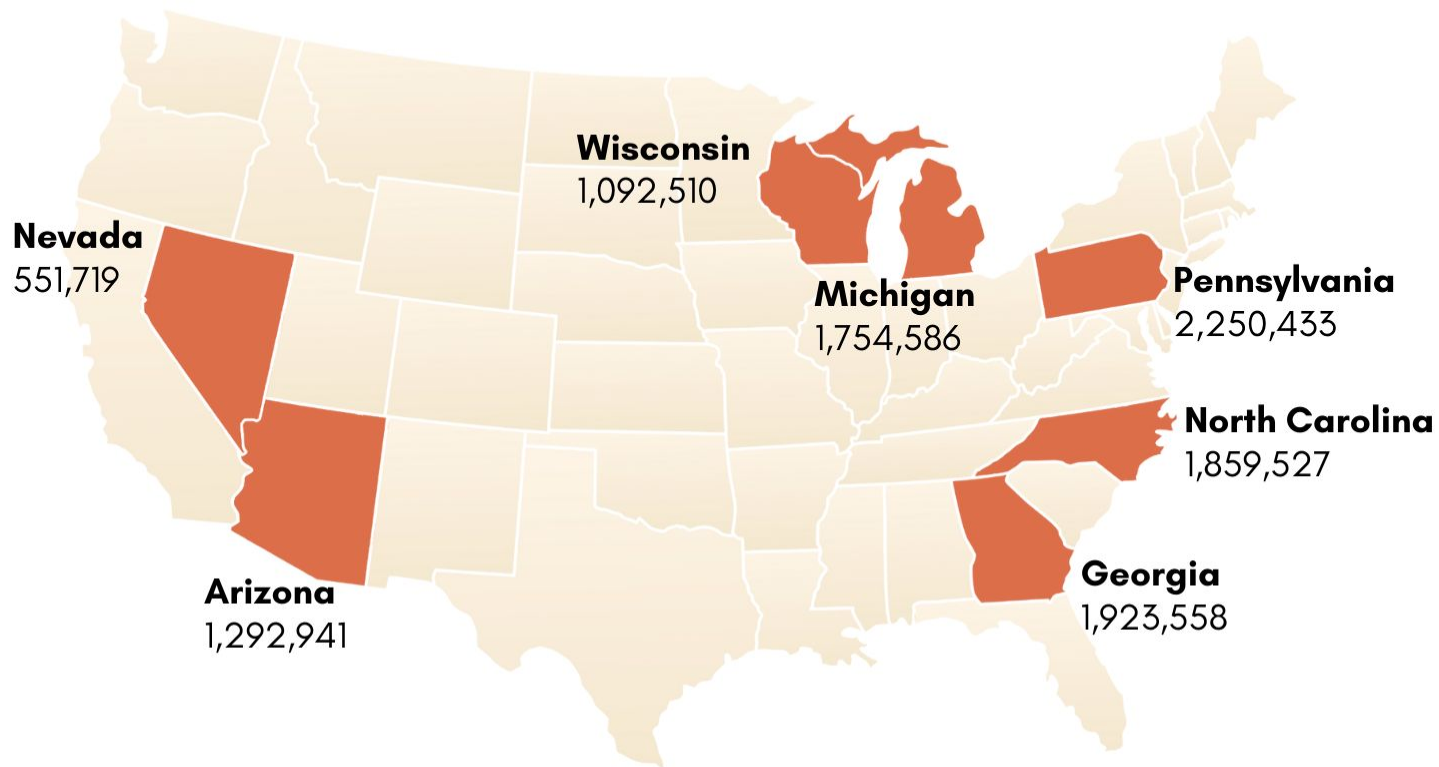
Who's ahead in the national polls?

Updating average for each candidate in 2024 presidential polls, accounting for each poll's recency, sample size, methodology and house effects.



Source: projects.fivethirtyeight.com/polls/president-general/2024/national/

PARENTS IN TARGET STATES



AGENDA

- About ParentsTogether Action
- Why do parents matter (politically)?
- Where do parents stand now? Key new learnings
- How we win + newly released ads
- How do we break through the noise? (CJ Grimes)
- Q&A

Parent-centered impact media

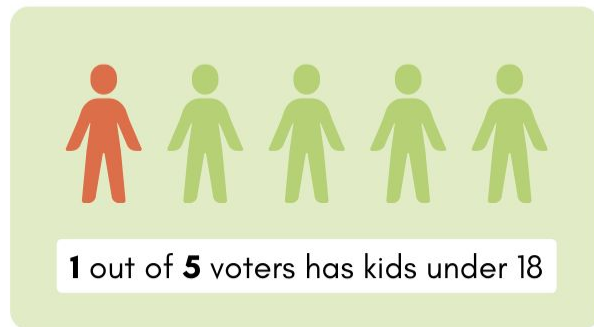
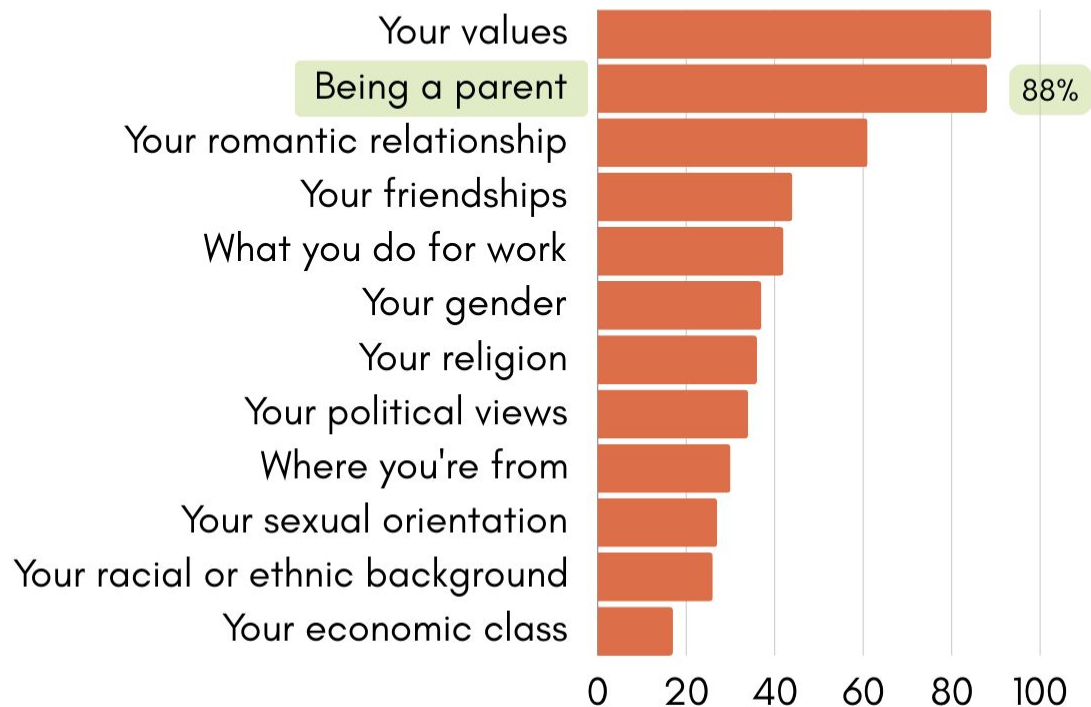
By talking to parents as parents, we connect to their most fundamental, life-altering identity.

The Guardian

Becoming a parent is the greatest identity change we go through

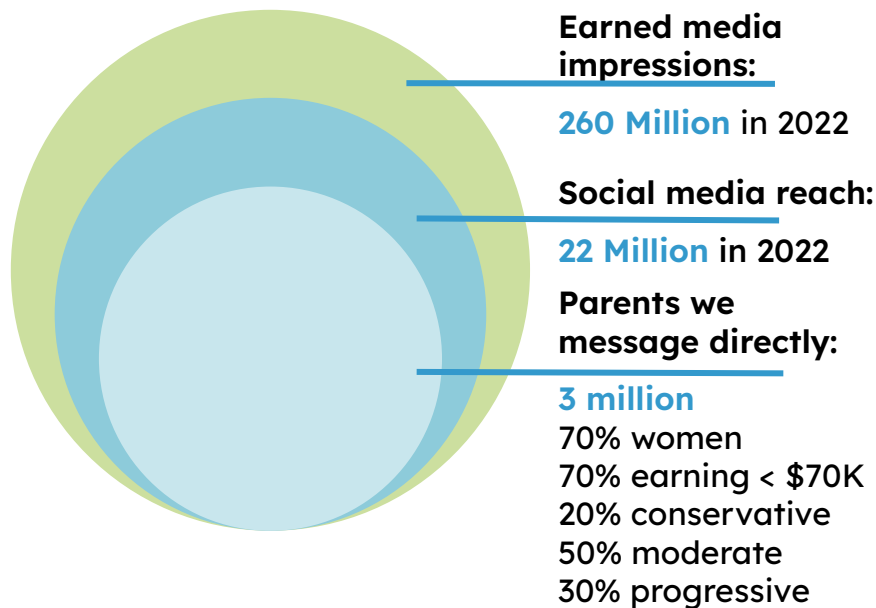
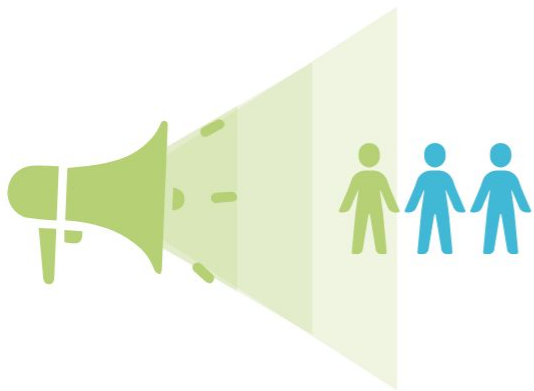


TO WHAT EXTENT ARE EACH OF THE FOLLOWING A PART OF YOUR IDENTITY? (% 'A BIG PART')



Massive Reach

ParentsTogether's megaphone reaches 1 in 3 parents in the US through a combination of direct messaging, powerful social media channels, and a robust influencer and earned media apparatus.



Driving change through parent media

ParentsTogether shines a spotlight on the biggest issues families face, lifts up common sense solutions, and calls out those who are standing in the way.

Our winning formula:

Trusted
Relationships



Massive
Reach



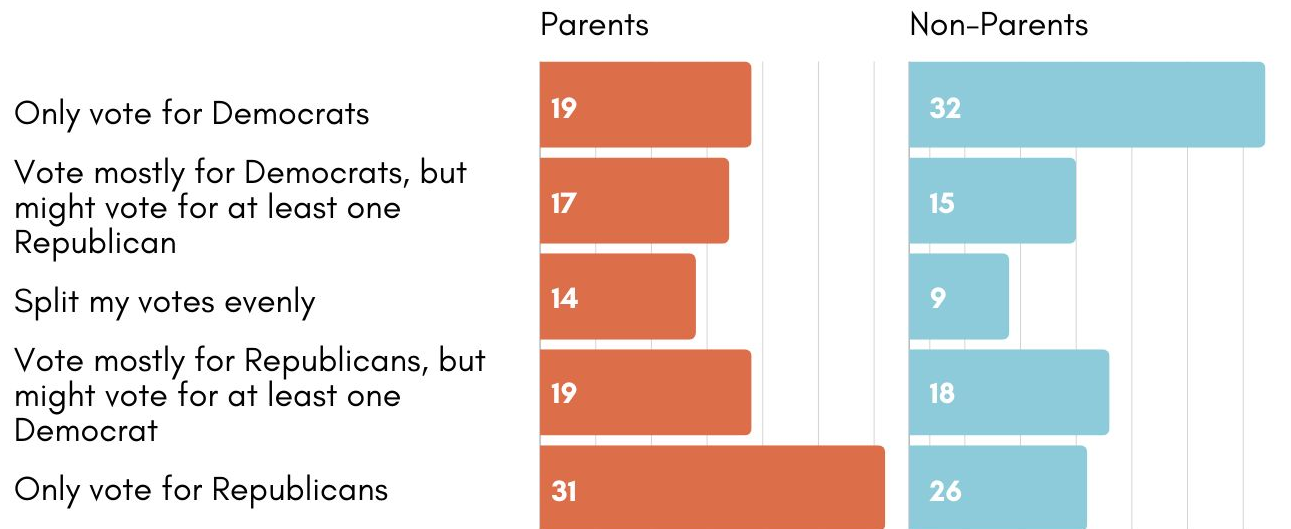
Data-driven
Messaging &
Mobilization



**Change for
Families**

DEMS HAVE LOST PARENT SUPPORT SINCE 2020

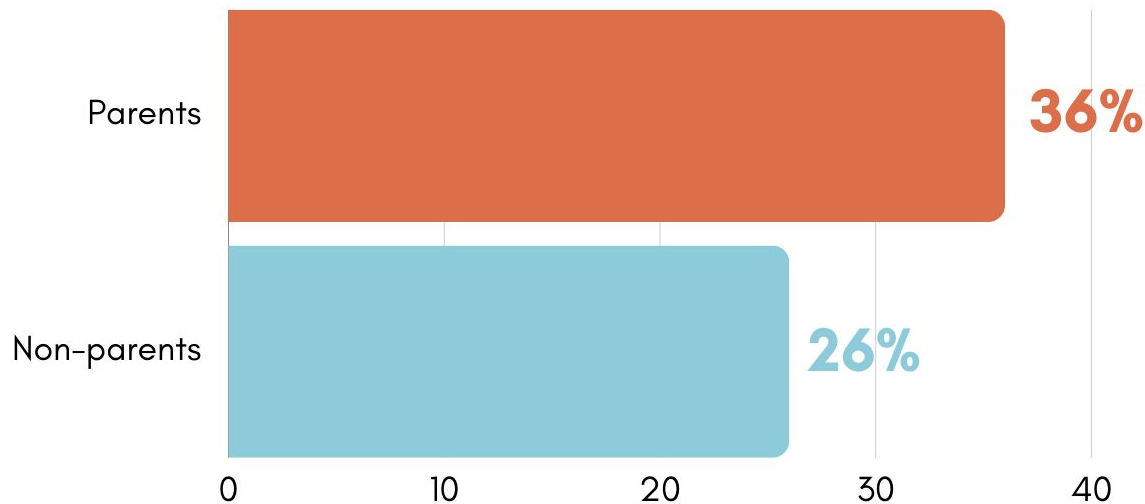
In the November 2024 elections for Congress, state, and local offices, will you:



Source: Change Research/ParentsTogether, Battleground Likely Voter Poll (December 8-12 2023, n=1,034)

PARENTS ARE MORE MOVABLE THAN NON-PARENTS

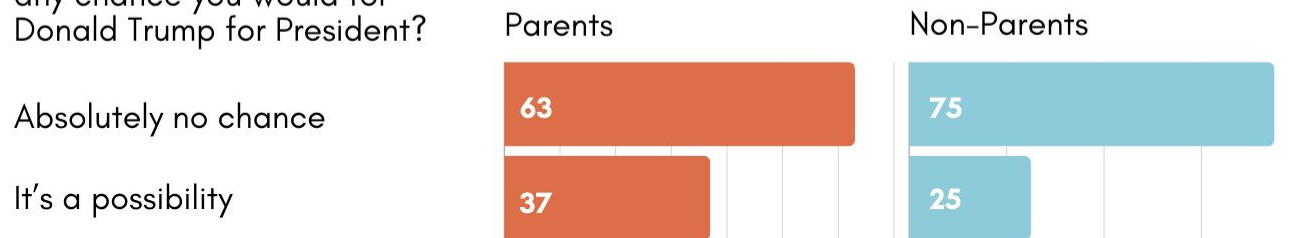
Would consider voting for a candidate of the opposing party



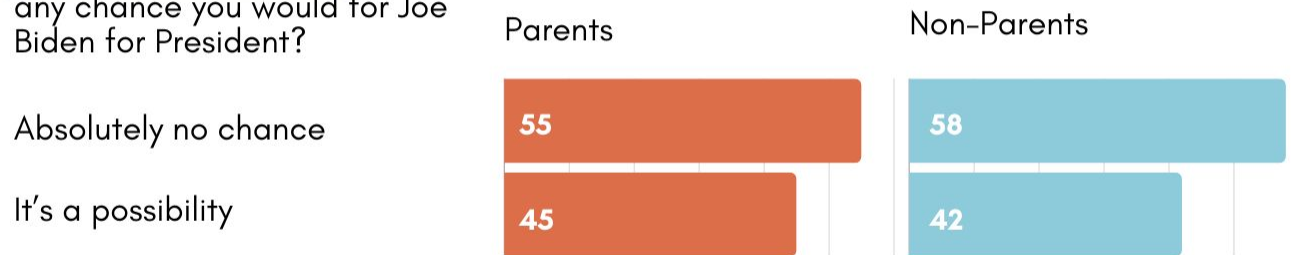
Source: Change Research/ParentsTogether, Battleground Likely Voter Poll (December 8-12 2023, n=1,034)

Parents are more open to voting for a non-preferred candidate

[NON-TRUMP VOTERS] Is there any chance you would for Donald Trump for President?

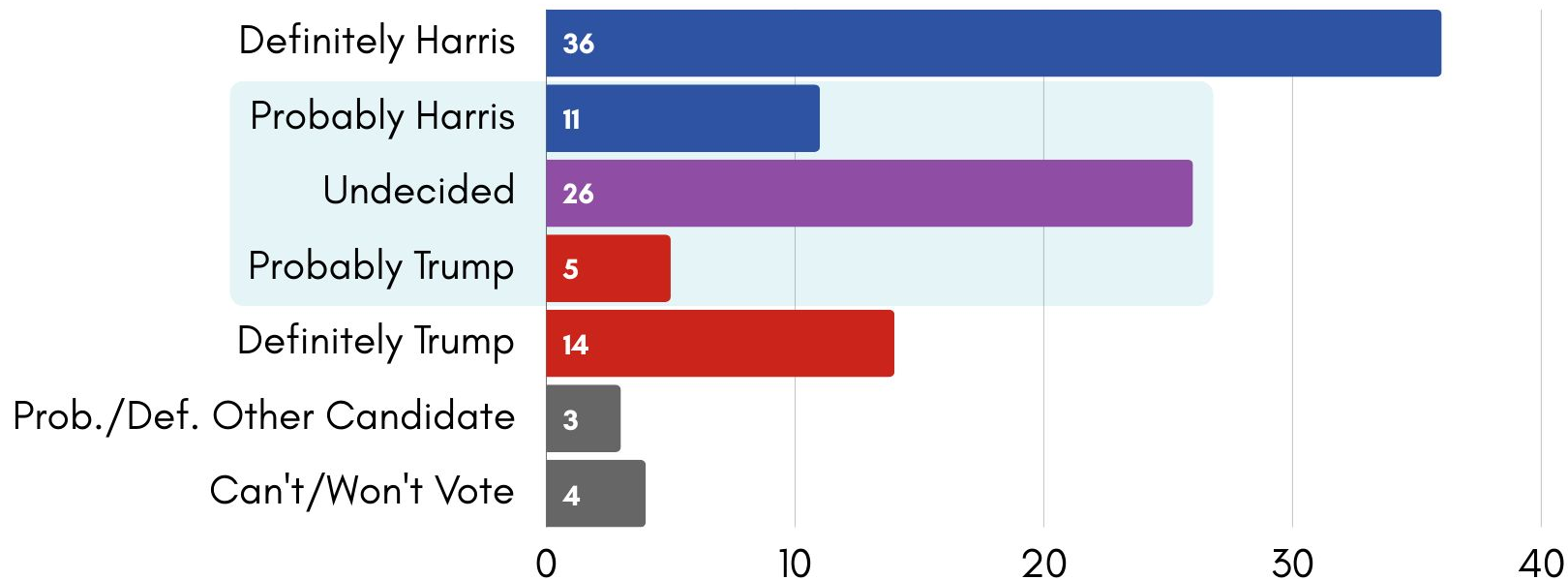


[NON-BIDEN VOTERS] Is there any chance you would for Joe Biden for President?



Source: Change Research/ParentsTogether, Battleground Likely Voter Poll (February 6-8 2024, n=1,533)

OPPORTUNITY FOR HARRIS / WALZ



Source: ParentsTogether Action Audience survey, July 31 - Aug 2, 2024

WHY? REASON 1: REPUBLICAN COMMS STRATEGY

The Right is targeting parents

MAGA is speaking directly to parents as a cornerstone of its strategy, using the “parents’ rights” frame to drive attention toward fabricated culture-war wedge issues.

Meanwhile, they are standing in the way of the policies that help families thrive.

Los Angeles Times

Book bans are on the rise in the U.S. schools, fueled by new laws in Republican-led states

yahoo/news

Missouri Republicans add trans bathroom ban to ‘parents’ rights’ education bill

The New York Times

JD Vance Repeats ‘Anti-Family’ Criticism of Democrats on Sunday Morning News Show Tour

POLITICO

House Republicans pass broad education measure on ‘parents rights’

The Washington Post

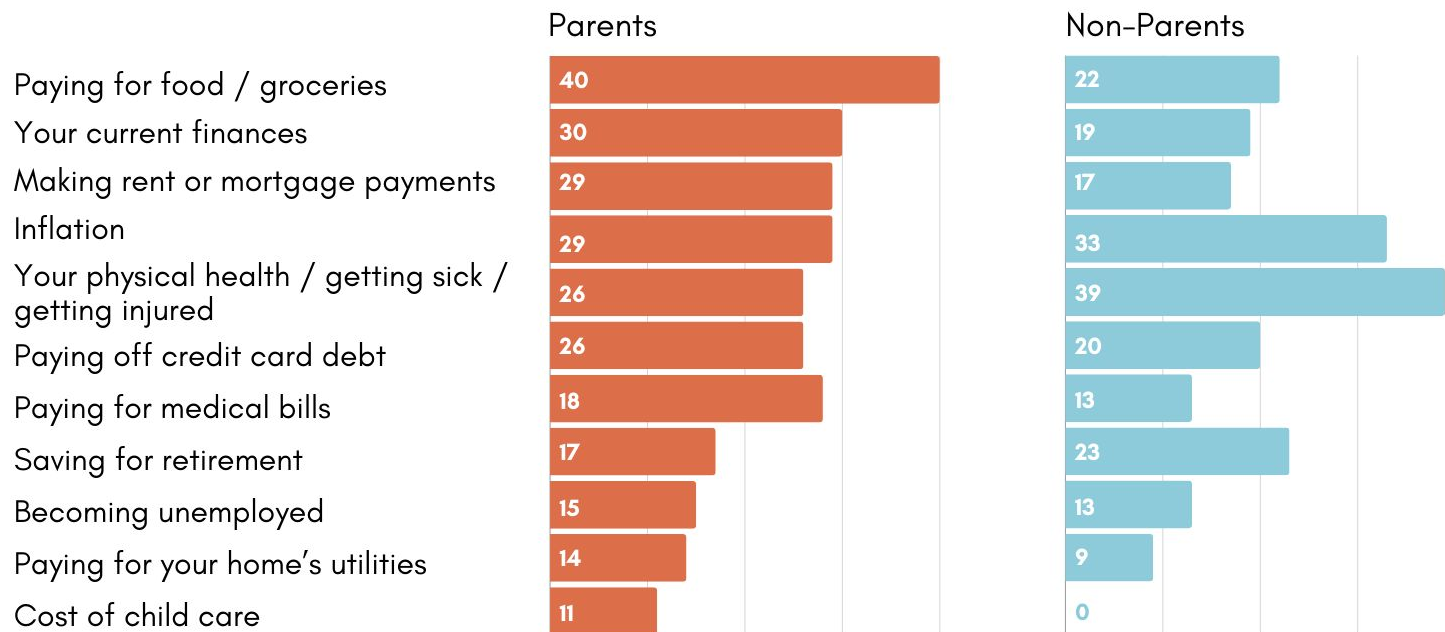
Republicans focus on ‘parental rights’ in closing days of campaign

The New York Times

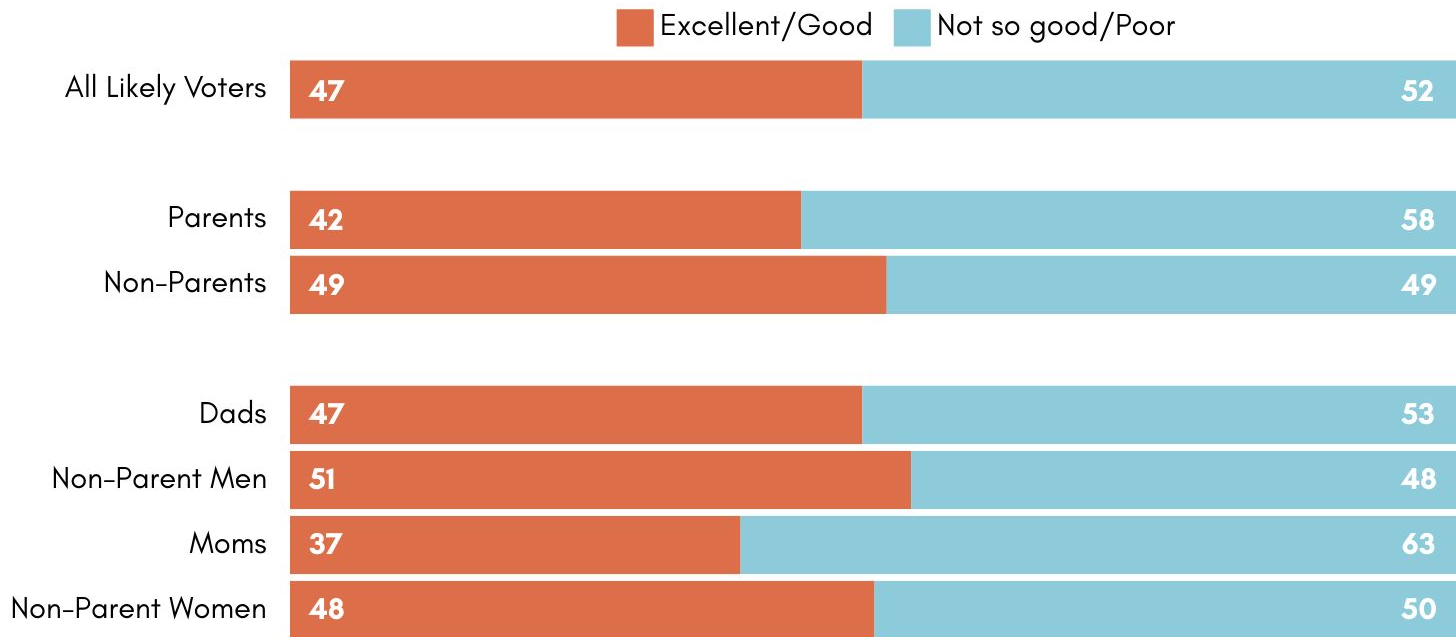
How a Campaign Against Transgender Rights Mobilized Conservatives

WHY? REASON 2: IT'S (MOSTLY) THE ECONOMY, STUPID.

Which of the following things do you worry about the most? Select up to THREE



How would you rate your personal finances?



Source: Change Research, National Likely Voter Poll (Junen 24-27 2024, n=1,524)

IN THEIR OWN WORDS

"Im 28 years old and honestly don't know much about the president stuff i just know us single mothers can't even make ends meet and enjoy time with our babies the cost of living is ridiculous...we can't get our own homes because we will never in god's creation be able to afford it"

- Kimber Brooks

"Back when Trump was president my family didn't suffer and struggle to pay rent and buy food. My boys are starting school in 2 weeks and even though i work i won't be able to buy them the clothing and essentials they need."

- Jennifer Resendez

THE FAMILIES FIRST NARRATIVE

- Connect around shared values of love and care
- Acknowledge economic pain
- Bridge to solutions like CTC that would make a difference
- Point out who's standing in the way

2 in 5 Republican-voting parents
would consider voting for a
Democrat who centers a strong,
proactive message focused on
delivering support for families



of parents shifted their vote choice
towards Democrats after hearing our
messaging

THE WINNING PRO-HARRIS MESSAGES FOR PARENTS

FAMILIES FIRST AGENDA:

Vice President Kamala Harris is fighting to make it easier for all of us to provide and care for our loved ones, especially our children. She supports paid family leave so parents can be there when it matters, bringing back the expanded Child Tax Credit to put \$300 a month per child in families' wallets, and holding Big Tech accountable for keeping our kids safe online.

LOWER COSTS VERSION:

As Vice President, Kamala Harris fought to lower prescription drug costs and cap insulin at \$35, and she cast the tie-breaking vote to pass the expanded Child Tax Credit. As President, she'll keep working to lower costs for families by taking on corporate price gouging, making childcare more affordable, and bringing back our Child Tax Credit checks.

A blueprint for winning in 2024

STEP 1:

Use organic content parents love to build deep trusted relationships with movable moms and divided dads in 7 priority states

STEP 2:

Persuade them with multiple, cross-channel touches of tested, research-backed content that centers the policies proven to improve families' lives

STEP 3:

Turn-out aligned parents with our groundbreaking, RCT-proven, relational GOTV program

KEY HIGHLIGHTS

- This ad moved parents 5 points away from Trump
- 11% of viewers watched 75% of this ad, for comparison in the same test only 5% of viewers made it to 75% of a shorter, more traditional ad

WHY IT WORKS

- Recognizable creator and influencer style
- People really enjoy watching listicles on social media
- Messaging about family policy are woven throughout

CLICK TO
PLAY



KEY HIGHLIGHTS

- Despite being long; 10% of folks watched 100% of this ad
- The average watch time was 23 seconds

WHY IT WORKS

- It makes the point from the very start
- Recognizable creator and influencer style
- Brings the story back to economic issues
- CATS!

CLICK TO
PLAY



Okay, I need y'all's help understanding something

Budget

PROGRAM GOAL: 4.5 MILLION

ALREADY RAISED

\$3,000,000

GOTV; Content Creation; Research, testing etc.

Tier 1

PA & GA

Reach: 371,054

GOAL

\$250,000

MI & AZ core audience, Reach: 246,716

\$300,000

WI, NC, NV core audience, Reach: 342,476

\$950,000

Expand to other prime parent targets
Reach: 730,123

Questions