

ParentsTogether Action

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



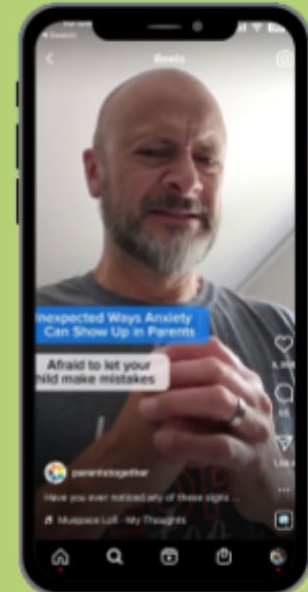
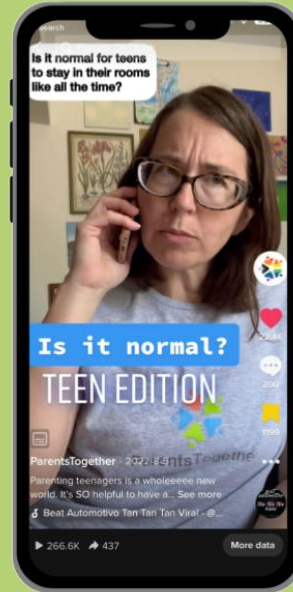
WHO WE ARE

Parent-centered impact media

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

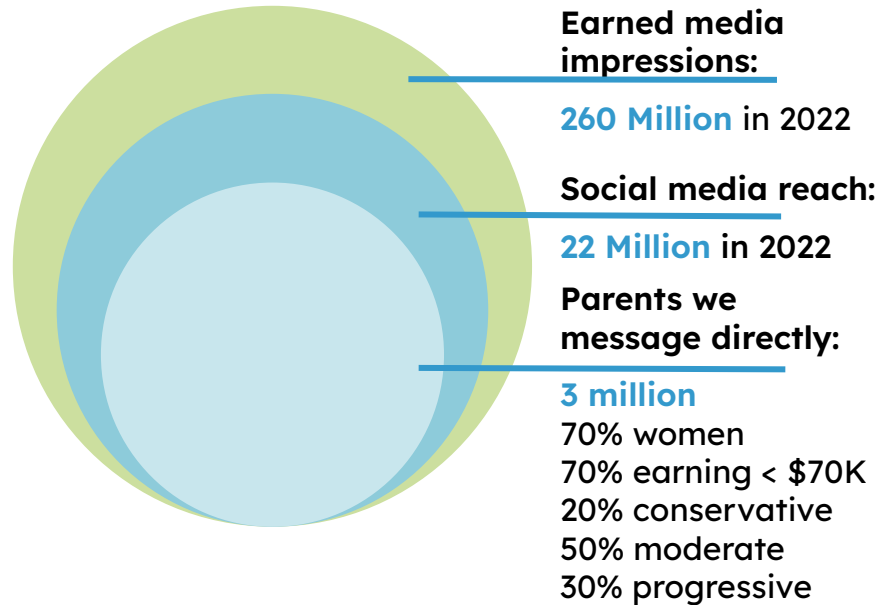
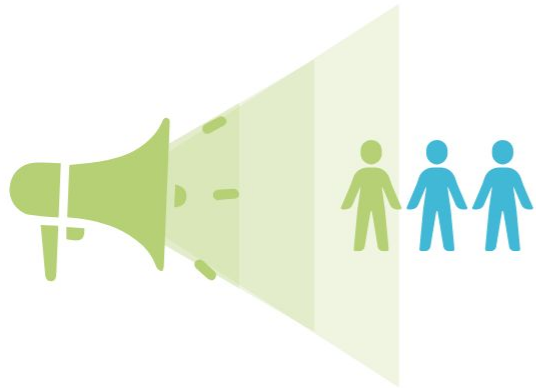
**The
Guardian**

**Becoming a parent is the greatest
identity change we go through**



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.

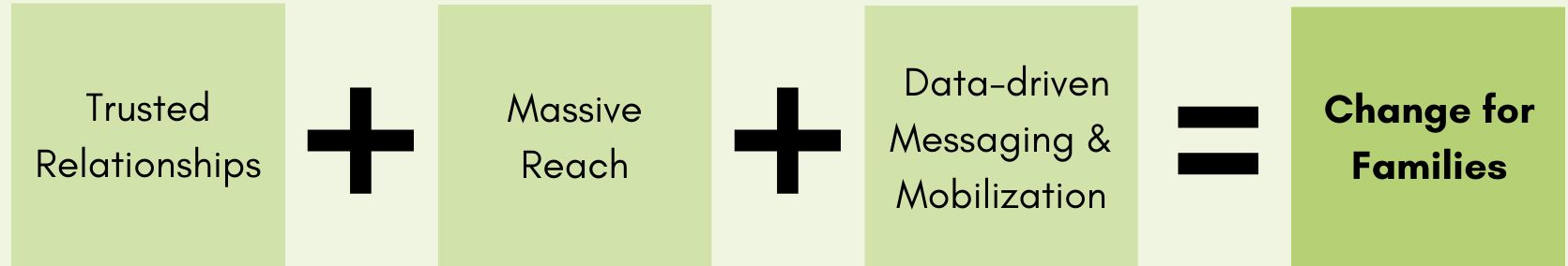


CLOSING THE NARRATIVE GAP

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:



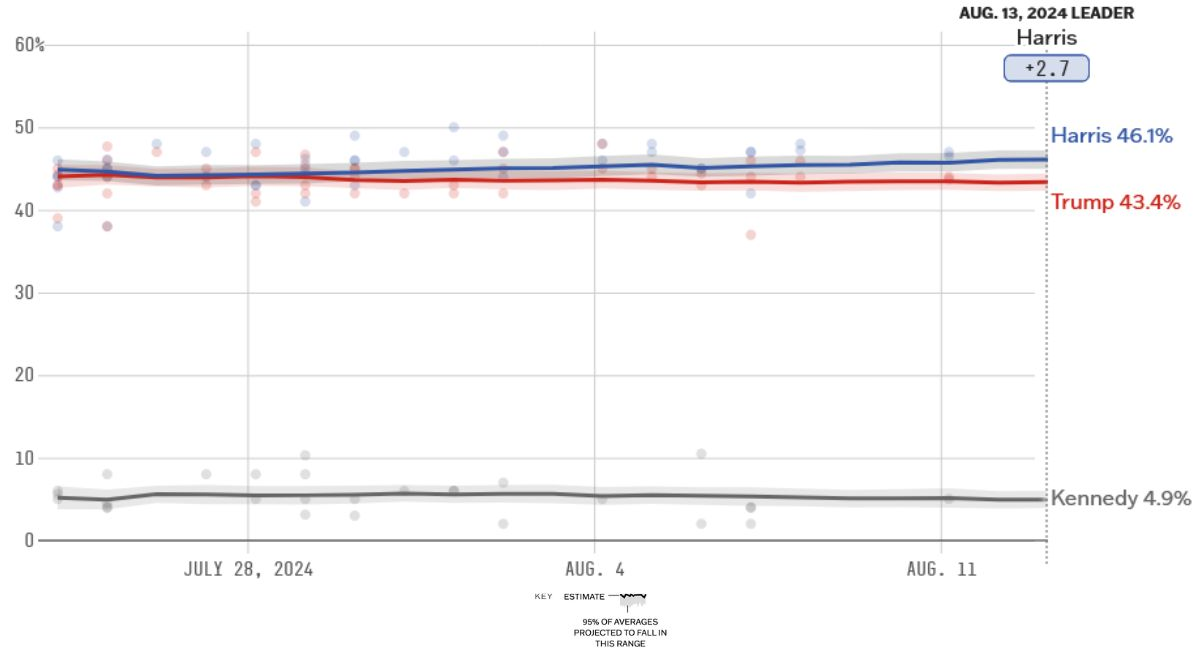
OUR ARGUMENT

**The path to victory for Harris / Walz
runs through parents**

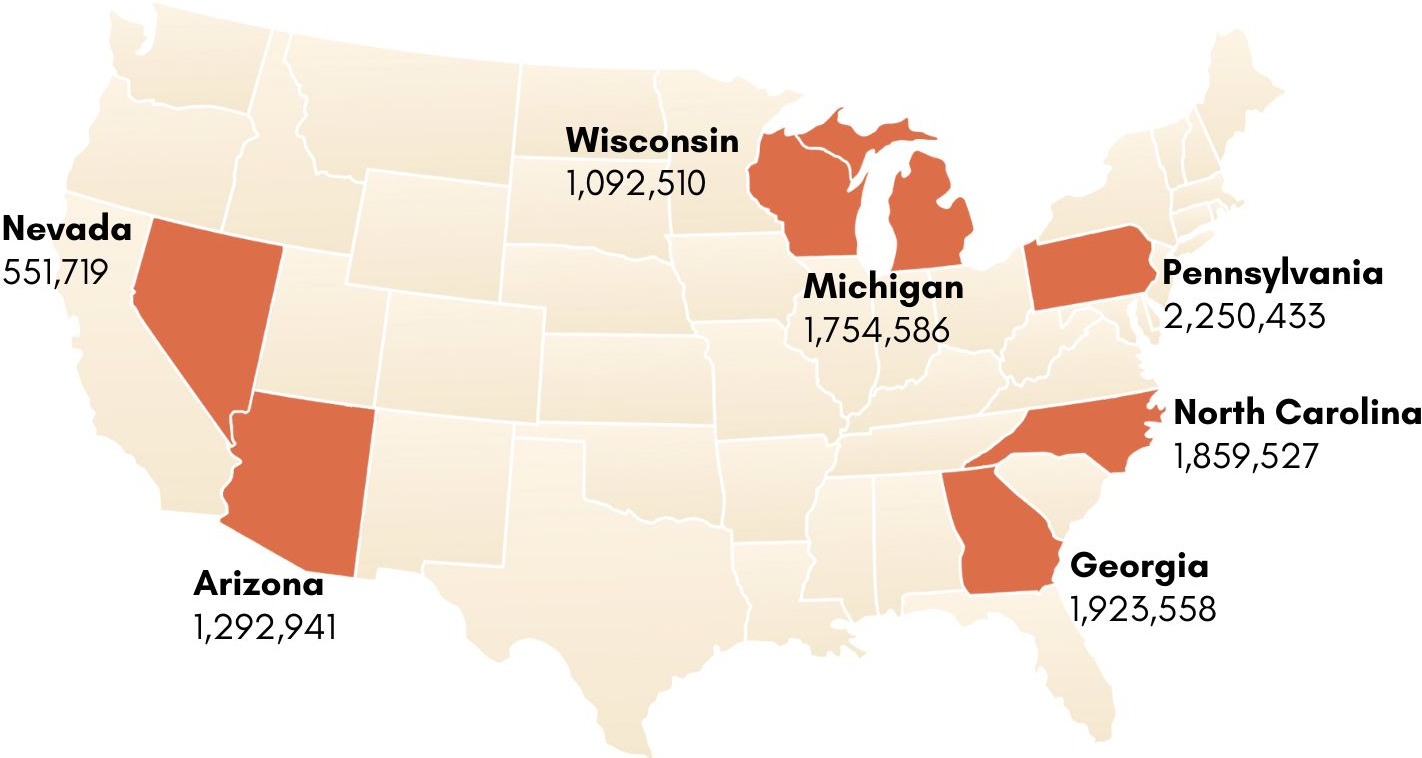
THIS RACE IS EFFECTIVELY TIED; HARRIS NEEDS MORE VOTES

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.

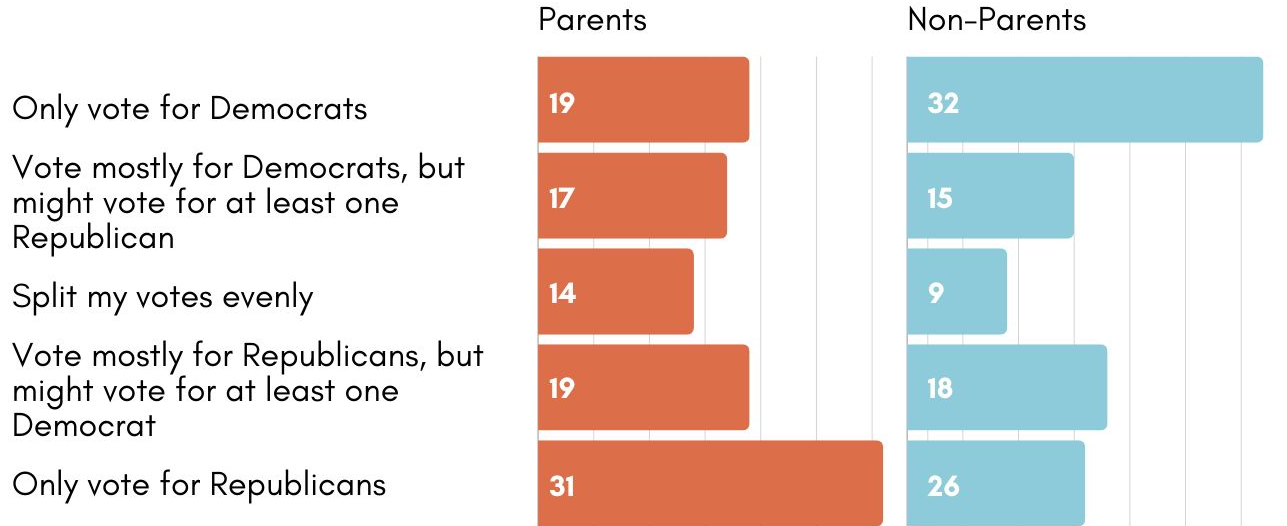


PARENTS IN TARGET STATES



DEMS HAVE LOST PARENT SUPPORT SINCE 2020

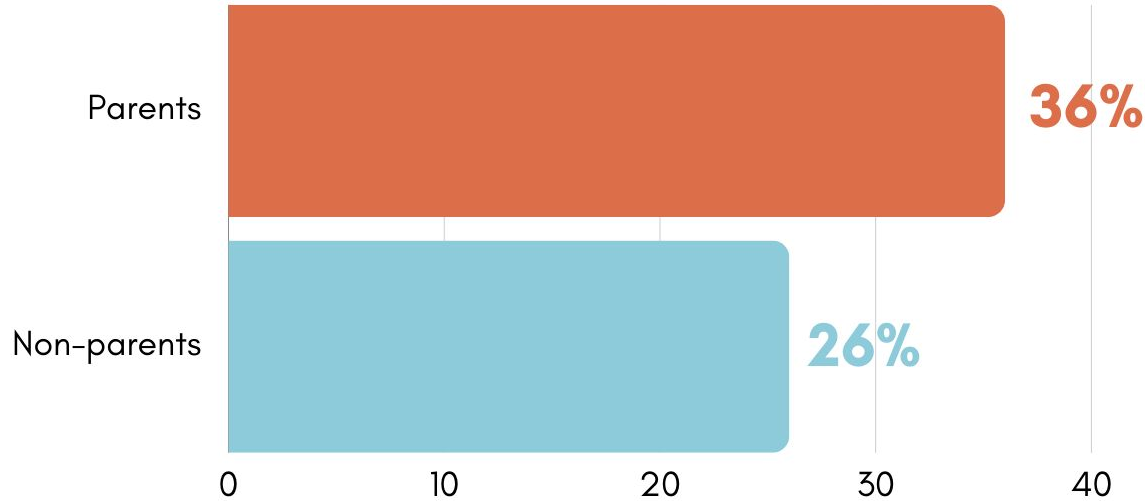
In the November 2024 elections for Congress, state, and local offices, will you:



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

BUT...PARENTS ARE MORE MOVEABLE THAN NON-PARENTS

Would consider voting for a candidate of the opposing party



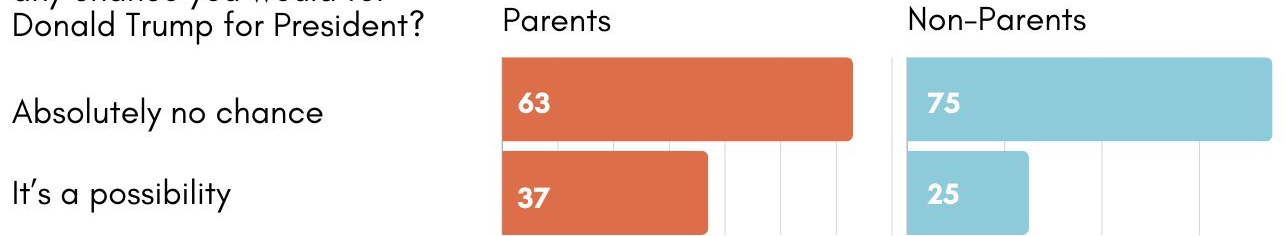
Even after controlling for party affiliation and demographics (gender, age, race/ethnicity) parental status is a significant predictor of openness to voting for a candidate from the opposing party ($p < .05$).

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

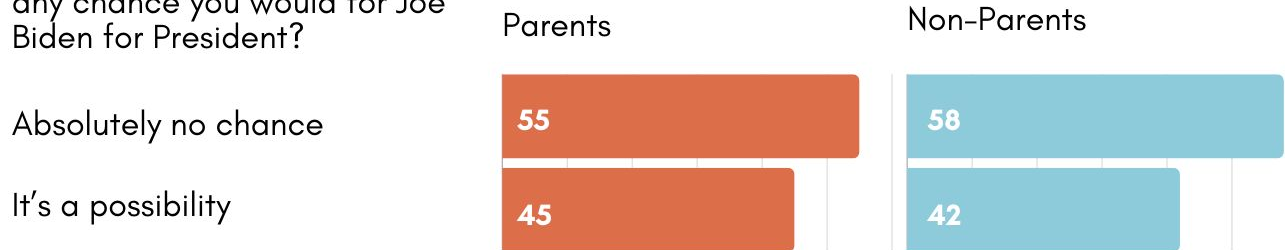
PARENTS ARE MORE MOVABLE THAN NON-PARENTS

More open to voting for a non-preferred candidate

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

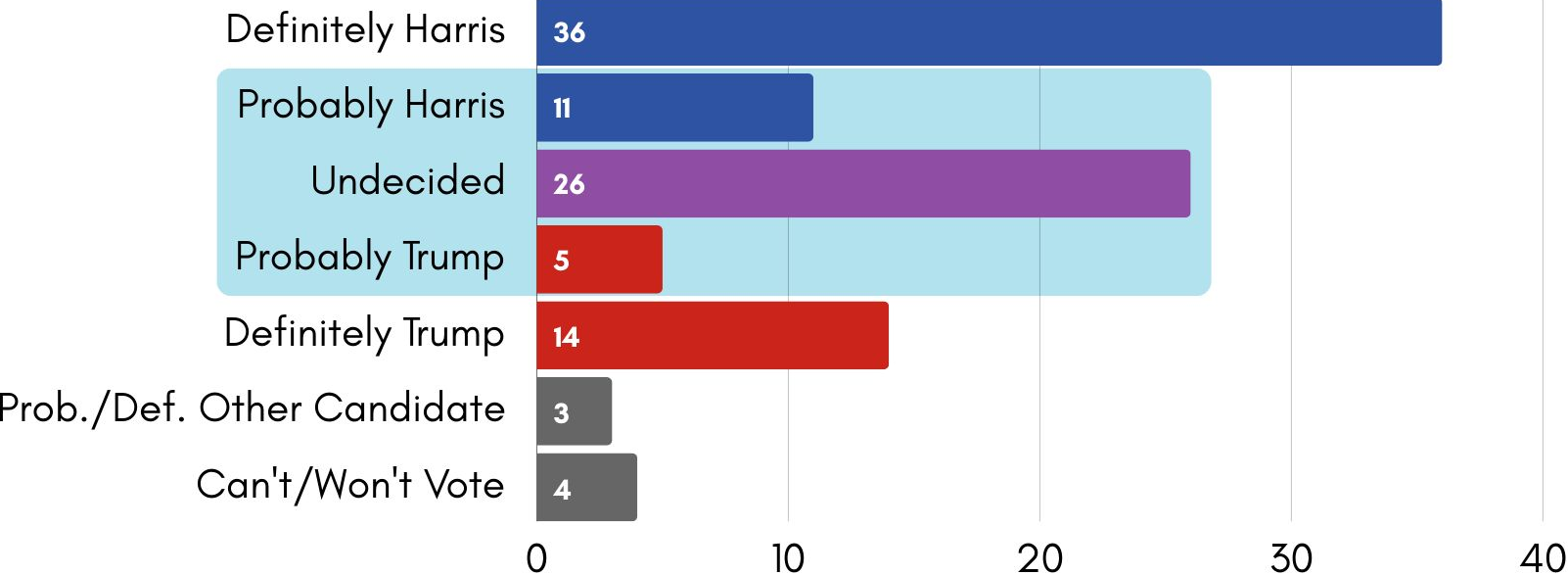


[NON-BIDEN VOTERS] Is there any chance you would for Joe Biden for President?



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

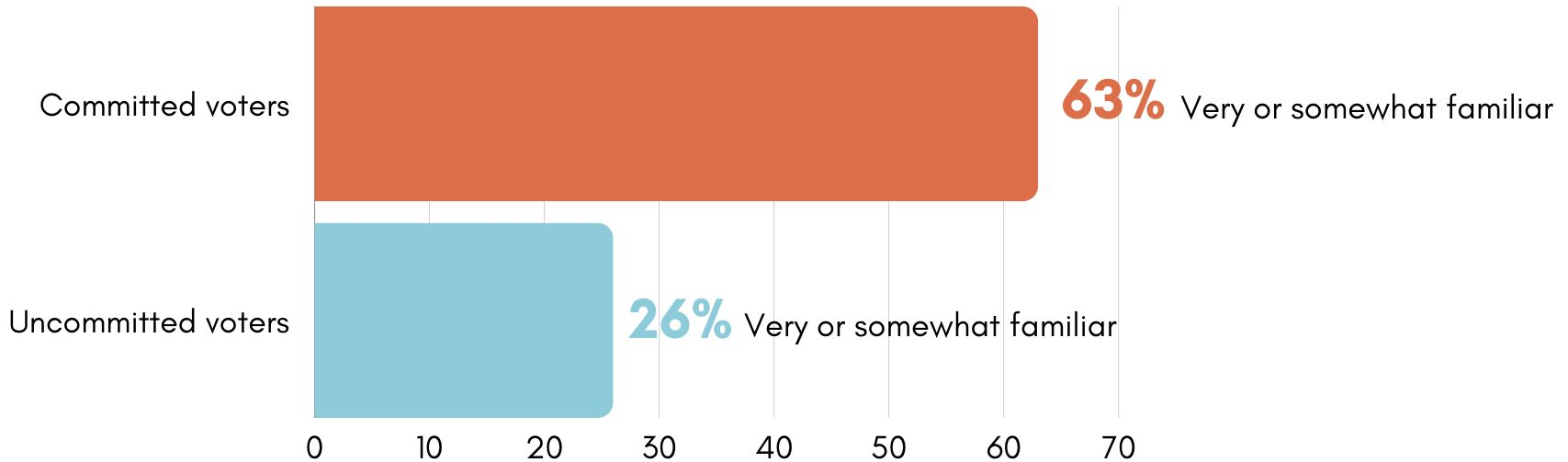
44% of ParentsTogether's Audience are uncommitted (Undecided + leaners)



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

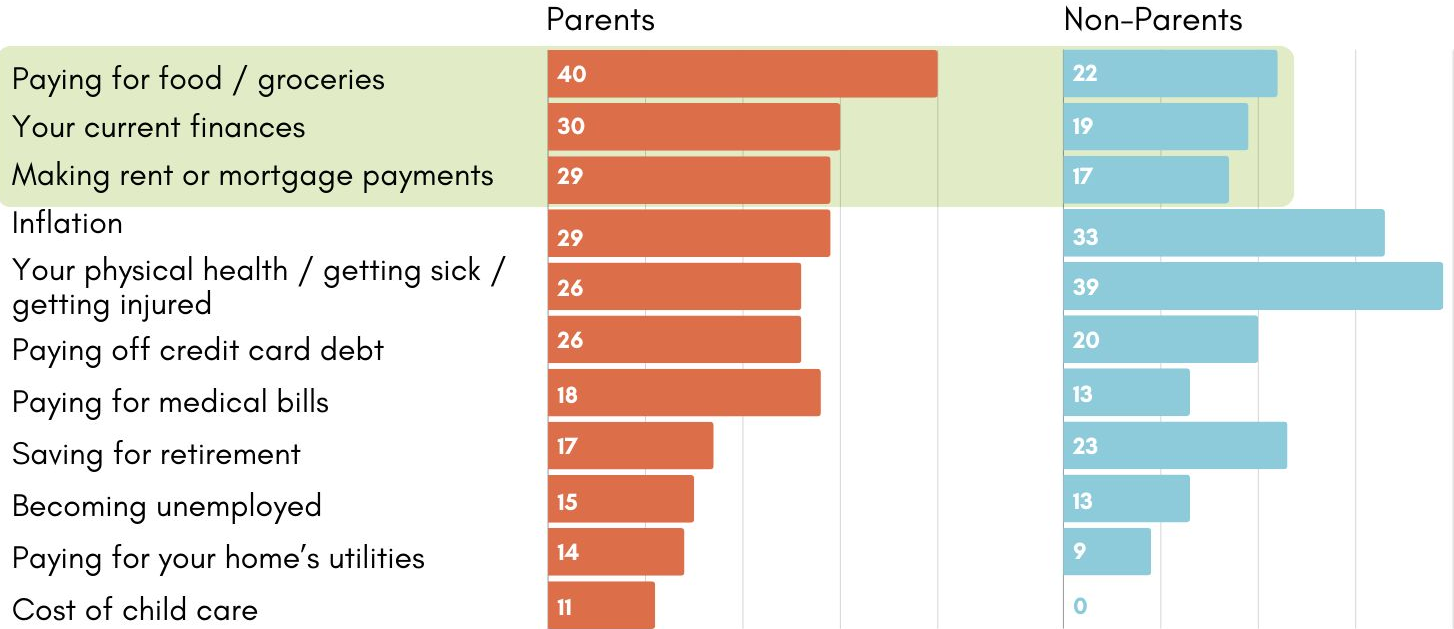
AUDIENCE SURVEY: MANY PARENTS UNFAMILIAR WITH HARRIS

How familiar would you say you are with Kamala Harris's background and policy agenda?



PARENTS ARE FEELING MUCH MORE ECONOMIC STRESS

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



Source: Change Research/Primerica. Middle-Income Adults (June 8-11 2024, n=1,027)

ECONOMIC CONCERNS: IN PARENTS' 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."

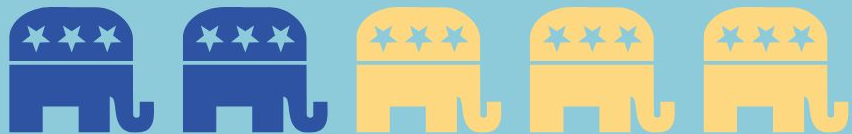
- Jennifer Resendez

WE CAN WIN PARENTS OVER

In two years of testing, ParentsTogether’s “Families First Narrative” consistently moves parents, beats other messages

- 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



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



11% of parents shifted their vote choice towards Democrats after hearing our messaging

THE TWO BEST PRO-HARRIS MESSAGES FROM OUR NEW PARENT SURVEY

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

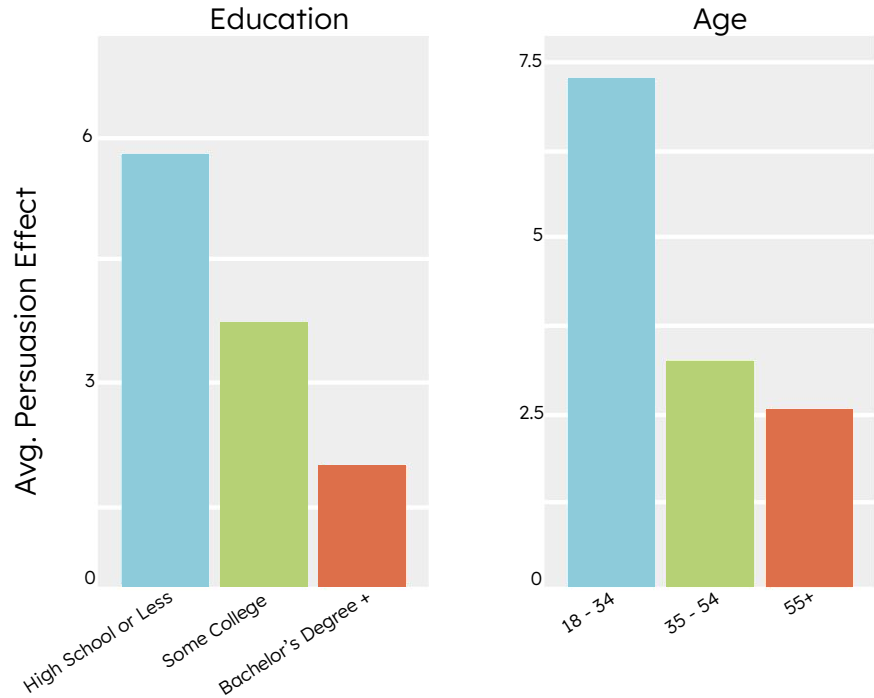
STEP 3:

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

CLOSING THE NARRATIVE GAP

Data driven mobilization

From the content we produce, to the audiences we target, to the tools we use to grow, our work is driven by research and rapid experimentation. We know which messages move parents and how to mobilize them – and we do it at scale.



Results from our 2022 in-survey RCT testing program showed our videos were consistently persuasive, especially with younger and non-college parents.

AD SPOTLIGHT: BABY NAMES

Key Highlights

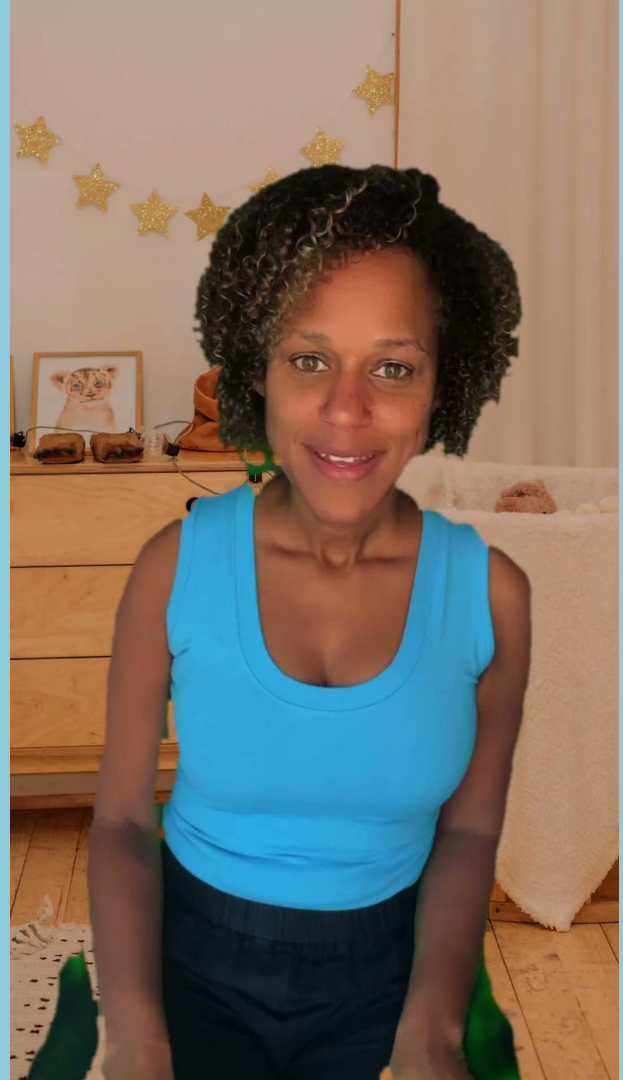
- Shifts margin 8pp towards Harris
- 11% of viewers watched 75% of this ad, for comparison in the same test only 5% of viewers made it to 75% of a shorter, more traditional ad

Why it Works

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

Source: Grow Progress In-survey RCT

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AD SPOTLIGHT: CAT LADY

Key Highlights

- Shifts margin 9pp towards Harris
- 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!

Source: Grow Progress In-survey RCT

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

AD SPOTLIGHT: GUN VIOLENCE: FACE TO CAMERA

Key Highlights

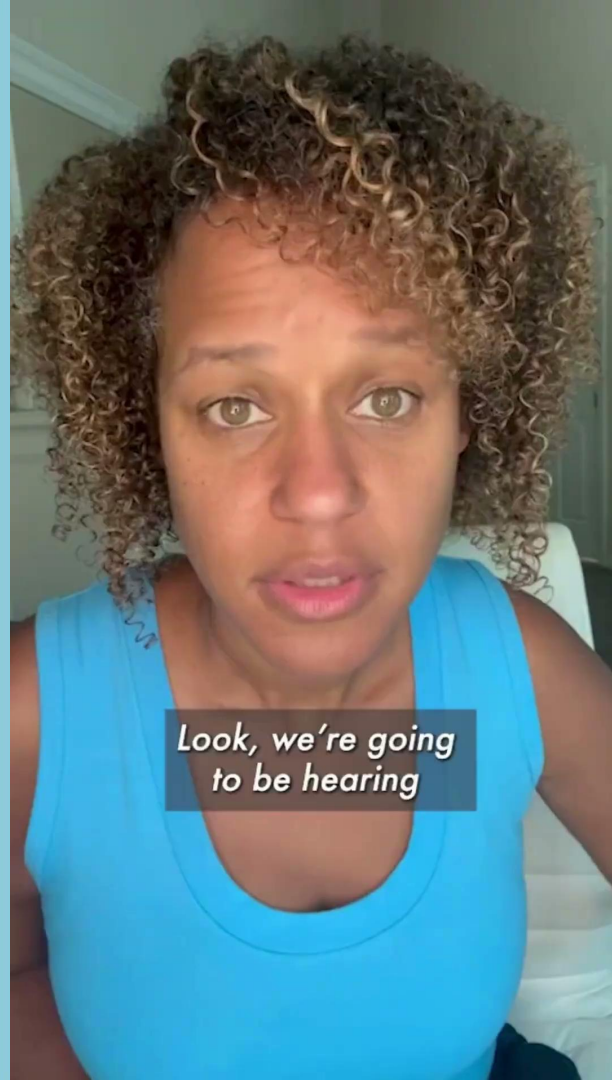
- Moves parents 11pp toward Harris;
- Pulls 5pp away from Trump support

Why it Works

- Emotionally compelling and gets at one of parents' deepest concerns
- Recognizable creator; influencer style that feels authentic

Source: Grow Progress In-survey RCT

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AD SPOTLIGHT: PARENTAL ADVISORY: CORPORATE GREED

Key Highlights

- Moves parents 9pp toward Harris
- Pulls 7pp away from Trump support

Why it Works

- Clear economic message that highlights impact on families; contrasts CTC with corp tax cuts
- Low-fi production value
- Informative feel, but short and easy to digest

Source: Grow Progress In-survey RCT

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AD SPOTLIGHT: SCOTUS BABY MATH

Key Highlights

- Moves parents 6pp toward Harris

Why it Works

- Connects parents' vision for children's future to SCOTUS impact
- Emotionally resonant and relatable

Source: Grow Progress In-survey RCT

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YOU CAN HELP US ENSURE PARENTS PUT HARRIS OVER THE TOP

Budget



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