



# WE SHOWED UP!

## HRC'S WORK TO WIN IN 2024

This is the most consequential election of our lifetimes. The stakes have never been higher for our country, or for the LGBTQ+ community. And when future generations look back on this moment, they will say: **The Human Rights Campaign showed up.**

At the start of the 2024 election cycle, HRC, and its political arms, launched the largest electoral effort in our organization's history, with the goal of mobilizing **75 million Equality Voters** nationwide, endorsing nearly **600 candidates** and raising funds for **110+ candidates**. Building on strategic groundwork laid since 2016, we executed a **\$15 million campaign**. We built a network of staff, volunteers, and supporters; reached deep into key battleground states; and made **over 2.5 million** voter contacts generated by nearly **20,000 volunteer activations**, from over 7,000 unique volunteers. They engaged in campaign shifts, phone and text banks, knocking on doors, and hosted member and supporter rallies and events.

To fulfill the goal of raising more funds for pro-equality candidates than ever before, the Human Rights Campaign PAC and HRC members launched wide-ranging candidate fundraising efforts early in this election cycle. As a strong partner to the Harris-Walz campaign, HRC PAC raised significant funds from the LGBTQ+ community and allies to implement a robust program to support pro-equality champions. Together, HRC and HRC PAC, as well as our board and large network of member and volunteer fundraisers **have raised and contributed over \$20 million dollars in direct contributions to candidates and our work to get them elected.** As part of this effort, HRC PAC also hosted more than 90 candidate fundraising events and raised money for over 110 candidates up and down the ballot. Our work demonstrates the power and influence of HRC and the LGBTQ+ community.

The scale and momentum of this campaign reflect the gravity of the moment. In statehouses across the country, attacks on gender-affirming care are escalating, while in Congress, extremists are determined to ban abortion rights nationwide and attack the trans community at every opportunity. In the presidential race, we have one candidate, **Kamala Harris**, who has been a fierce advocate for LGBTQ+ equality and another, **Donald Trump**, who wants to erase us entirely.

The leaders we elect could not be more important. **That is why, with over 3.1 million members and supporters behind us, HRC positioned itself as a decisive force in both the 2024 election and the future of American democracy.** Our message resonated in city centers and rural communities, and left voters with a simple but vital message: Equality is not a partisan issue; it is an American imperative.

## **We Showed Up in Battleground States**

This election, like most presidential elections, will hinge on a few key states. Since 2017, we've invested in the infrastructure in the places we were needed most, and have had an on-the-ground, year-round full-time staff and volunteer leader presence in each of the battleground states. And in the months leading up to this election, HRC tripled our staffing, significantly increasing our mobilization and visibility. HRC showed up in these states:



In **Michigan**, our team of dedicated organizers became fixtures in neighborhoods across the state, building relationships that transcend political divisions. Since June, we held **53 events** for our members and supporters; recruited volunteers for over 2,600 phone bank and canvass shifts and mobilized over 1,100 volunteers.



In **Pennsylvania**, our campaign was a testament to the power of sustained engagement. Over five months, we recruited **2,429 volunteers** for phone and text banks — surpassing our goal by 355% — and we recruited for over **100 campaign canvasses**.



**Wisconsin's** vote will prove decisive in this election, and HRC organized accordingly. **More than 700 members and supporters** came to our events, and we reached out to over 140,000 voters through phone and text banks.

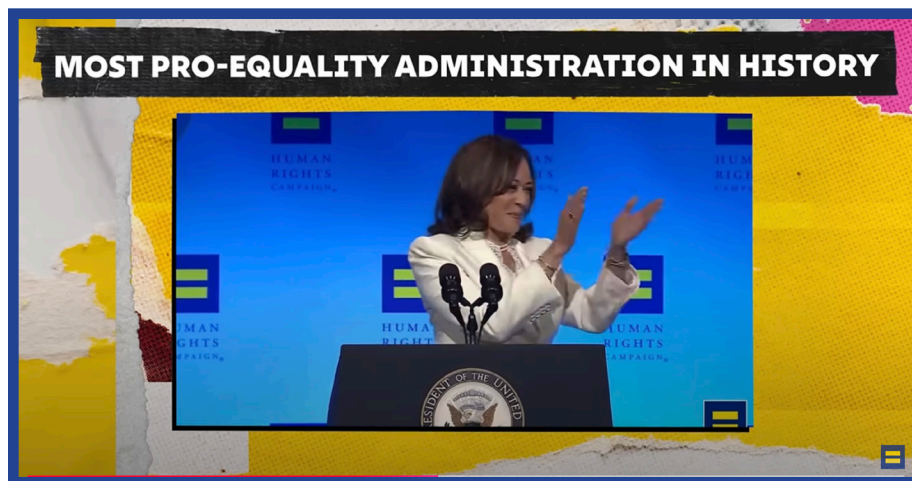


Our advocacy in **Arizona** proved, once again, that equality is a motivating issue from coast to coast. In total, we welcomed **over 600 volunteers** to **112 phone banks**, culminating in a stunning **74,687 calls** to voters across the state.



And in **Georgia**, our organizers recruited for over **170 phone banks and canvasses**, with **more than 2,000 volunteers** helping us reach voters.

Our digital ad strategy also played a crucial role in battleground states. The Human Rights Campaign Equality Votes PAC mobilized voters in Arizona, Michigan, Pennsylvania and Wisconsin to support Kamala Harris, Tim Walz, and pro-equality Senate candidates. Our **seven-figure digital ad buy** — which included the ads **“Not Going Back”** and **“Shadows”** — reached 1.5 million Equality Voters.



Separately, HRC also ran a **six-figure nonpartisan digital ad campaign** — featuring the ads **“Vote Your Way”** and **“Walk of Shame”** — to urge under-represented, low propensity voters to turn out. Combined, the two ad buys totaled \$2 million.



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We also had a presence beyond the battleground states. From coast to coast, HRC volunteer-led steering committees and grassroots supporters organized, advocated and communicated the vision for equality at the heart of this movement. In deep red states, our staff courageously defended LGBTQ+ rights in communities where those rights have been stripped.

In fact, **HRC steering committees alone mobilized over 2,000 volunteer shifts**, hosted **dozens of voter contact events** across the country, and raised hundreds of thousands of dollars for endorsed candidates.

Put simply: We positioned ourselves strategically in the states that will decide this election and future elections — and we created unstoppable teams that have made a big impact every day all across the country.

### **We Showed Up for LGBTQ+ Candidates**



HRC was among the first to endorse Vice President Kamala Harris, a long-time ally of the LGBTQ+ community. We have been all in on supporting her and Governor Tim Walz, as well as candidates for the House and Senate who have stood by us. There are also a historic number of LGBTQ+ candidates up and down the 2024 ballot that we have been proud to support.



**Sarah McBride's** campaign for the United States House of Representatives has found widespread support, as she is poised to become the first openly transgender member of Congress.



**Julie Johnson, Mondaire Jones and Will Rollins** have run strong races to win back a pro-equality majority in the House.



And **Tammy Baldwin** continues to show why Wisconsinites send her back to the U.S. Senate time and again.

Although national attention usually settles on national races, local elections are also critical. In this election cycle, dozens of equally inspiring LGBTQ+ candidates across the country stepped up to run for school boards, city councils and state legislatures. There is power in representation: Thanks to these candidates, the next generation of LGBTQ+ Americans will grow up knowing that they, too, can lead.

### **We Showed Up for American Voters**

As we knocked doors and launched ads, we also built a cutting-edge communications operation to reach new audiences, change hearts and minds and ensure Equality Voters got more than 15 seconds in the spotlight.

- We focused on meeting audiences where they are. We launched our “We Show Up” campaign on MSNBC’s **Morning Joe**; spoke to the power of LGBTQ+ voters on Molly Jong-Fast’s **Fast Politics** podcast; talked with **The New York Times** about the failed political strategy of anti-trans ads; and made the case for Kamala Harris on local media and Black radio.
- We shaped the biggest conversations. When MAGA politicians began spending millions on vile anti-trans ads, HRC fought back, spotlighting their ineffectiveness,



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while simultaneously condemning the extreme danger these ads pose to the trans community. We authored a memo detailing the failure of anti-trans ad campaigns over multiple election cycles, which shaped coverage in [The New York Times](#), [NPR](#), [MSNBC](#), [CNN](#), [USA Today](#), [Politico](#), [the Bulwark](#), [Semafor](#), and more.

- We dug deep on digital, uniting diverse voices and driving critical action when it matters most. With over **44 million impressions and 2 million engagements** across HRC social media channels, we educated and turned out voters nationally and in key battleground states, amplifying the impact of LGBTQ+ people and our allies this election. In the states, our digital organizers expanded our reach by connecting with champions like Ruben Gallego, Stacey Abrams, and Gov. Gretchen Whitmer.
- We also leveled up our digital footprint. HRC maximized digital platforms to drive voter participation, offering resources on [HRC.org/vote](#) and [HRC.org](#) with downloadable toolkits, digital swag for campuses, and details on [endorsed candidates](#). Through [DismantleProject2025.com](#), we underscored the stakes of a Trump-Vance administration, bringing vital awareness. Our [Out to Vote Generator](#) was a pop culture play-off, a popular trend over the summer encouraging positive narratives around Harris-Walz and encouraging people to make a voting plan.
- We mobilized. Over 26 million emails and 7.8 million broadcast text messages were sent to members and supporters about the election, including local races, registering voters and driving people to vote.
- We got on the biggest stages. Our president, Kelley Robinson, delivered an address from the main stage at the **Democratic National Convention** that told the stories of trans people, highlighted HRC's work, and brought the house down. Throughout the week, she shared the same message in **18 interviews**, making HRC the most interviewed advocacy organization at the DNC. Our mobile digital billboard truck, which circled McCormick Place and the United Center the entire week, **generated over 1 million impressions**, increased our brand recognition and offered attendees new ways to engage with our mission.
- We engaged influencers and content creators. Our influencer strategy amplified electoral narratives, rallied support, and mobilized community voices throughout this cycle. At DemPalooza during the DNC, HRC's Creator Studio and Activation Center became the core of our storytelling efforts, with voices like Tarana Burke, Miss Major, Representative Sharice Davids, Claudia Conway, and Honey Mahogany energizing the space. More than 70 conversations with activists, creators, and allies were captured, sparking engagement across platforms and renewing commitments to HRC and the Harris-Walz campaign. Creators like RaeShanda Lias-Lockheart, Sophia Bush, and Garrett Clayton have bolstered our messages, while GOTV initiatives featured Dwyane and Zaya Wade, Nina West, Brita Filter, and Madison Werner, inspiring action through social engagement.
- We sold campaign gear in record numbers. During election season we **distributed over 40,000 HRC-branded Harris Walz t-shirts, baseball caps and yard signs which people are proudly being proudly displayed across the country.**



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- We engaged with HRC's AANHPI & Proud, WomenLEAD, B.L.A.C.K. Council and HRSi teams to reach diverse voter communities. We hosted Spanish-language phone banks. And we worked in coalition with a wide-ranging array of local organizations in battleground states and across the country, including Atlanta Black Pride, Philly Black Pride, Michigan League of Conservation Voters, Black Leaders Organizing in Community, LUCHA, Working Families and AANHPI Victory Fund.
- **And We Will Keep Showing Up!** This work continues right on through Election Day and HRC's leadership in Washington and across the country will be critical Nov. 6 as we build the path toward a better tomorrow.

The story of 2024 is not just one of campaigns and elections — it is a story about the unwavering spirit of our community and allies in the face of incredible odds and obstacles. Through every door knocked and every vote cast, we showed that love will always be stronger than hate.

After next Tuesday, we will carry forward the momentum from this campaign, celebrate our victories large and small and continue our advocacy for the equality of all LGBTQ+ people. From local community centers to the halls of Congress, HRC will remain a powerful force — committed to building a future in which everyone is free.

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“In every knock on a door, in every conversation at a kitchen table, in every vote cast with hope for a better future, we saw the true spirit of America — a nation moving inexorably toward full equality for all its people.”

— Kelley Robinson



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*\*Numbers reflective through 10/30*

**WE SHOW UP**

 **EQUALITY WINS**