

April 2025

Supermajority

Unlocking the power of young women voters.



Supermajority

The Opportunity



Young women voters are the most powerful, emergent political force in our country.

54%

Young women's vote share is growing

Gen Z and Millennials could account for 54% of the electorate by 2028.

12+

Young women prefer Democratic candidates

There has been a persistent gender gap for voters ages 18-29 in the last three Presidential elections, an average of 12 percentage points.

*Sources: U.S. Census, Chart Taken from Governing "How Much Could Younger Voters Affect Future Election Outcomes?"
CAWP, Gender Gap: Voting Choices in Presidential Elections
Gallup U.S. Women Have Become More Liberal; Men Mostly Stable*

They are ours to lose if we don't pay attention

In 2024, young women were misunderstood and overestimated.

→ **On Issues:** 39% of young women voters said the economy/jobs was their top issue. Only 17% said abortion was their top issue, yet most field messaging focused on abortion.

→ **On Commitment:** 51% of low propensity young women voters we polled in the fall of 2024 supported Vice President Harris, which was much softer than was being reported by the mainstream media.

→ **As Voters:** 57% of the young women of color in our voting universe stayed home completely. Black women were the most reliable base of voters for the Harris/Walz ticket.

→ **Post Election:** Harris lost support of young women at a higher rate (-5%) than she did for young men (-4%); yet the focus has been on young men.

Supermajority is the *only* organization laser focused on them

One month before the 2024 election...

5%

of voter contact attempts across the democratic ecosystem targeted infrequent and non-voting young women.

70%

of the people we had conversations with were not contacted by anyone else.

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Our Solution: A roadmap for 2026



In 2024, we built the infrastructure to scale

WE BUILT LASTING CAPACITY



On the ground in
**Michigan,
Pennsylvania,
Arizona**

And online with
our **530k
members
Nationwide**

**WE HAVE A GEOGRAPHIC
FOCUS & CAN ADD REACH**

Three **State
Organizers** staffed full
time, year round

Over 4,200 **volunteers**
completed 11,500+
shifts

We set up **tech and
data** to reach our
target voters



1.2MM Low
propensity women
voters we attempted
turned out

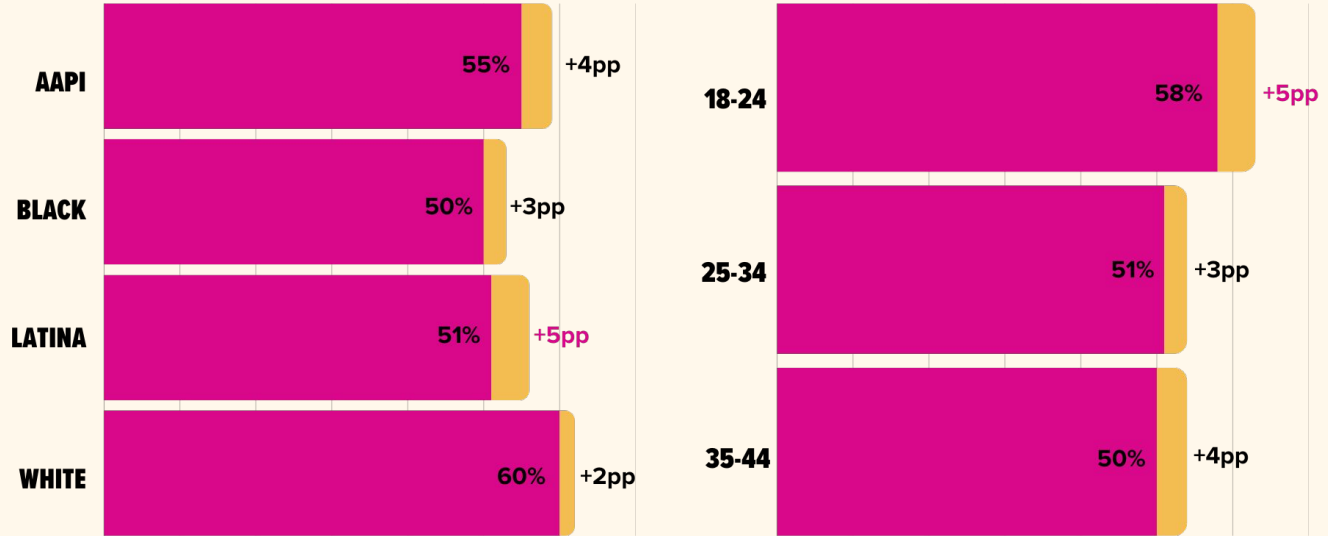
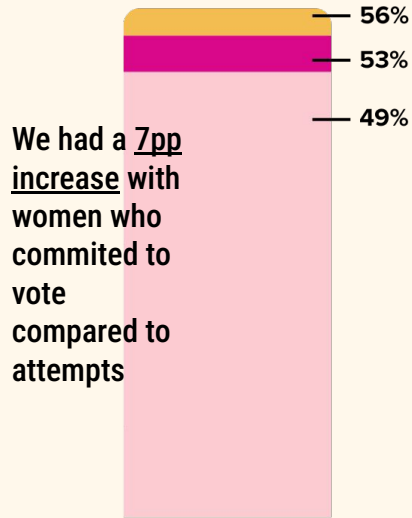
20% contact rate at
the doors on
average, 88K doors
knocked total

**WE KNOW HOW TO
REACH VOTERS**



We effectively turn out infrequent and nonvoting young women

We had the biggest impact with demographic groups who typically have the lowest turnout: Latinas and ages 18-29



Turnout of SM attempted

Turnout of SM Contacted

Turnout of SM Commit to Vote

Why our organizing approach works

Because young women:

Care about many issues

Mistrust elected leaders and political institutions

Lack perceived power

Supermajority organizes:

Around values, not issues

allowing us to talk to a voter about whatever they want to talk to us about

On behalf of a Supermajority of young women

not around a candidate or a party

To build our collective strength

all year round, growing a community that is connected and mobilized

Our plan to scale through 2026

People

Grow our staff

both at the national and state level to be able to support our 365 community building and volunteer training and support

More highly-trained volunteers

who are supported by a dedicated team of organizers to grow our capacity and play in more races.

Data

Improved audience targeting

by buying better data and developing our own support score based on Majority Rules (instead of relying on partisan score)

RCTs to optimize our programs

determine efficacy more meaningfully - quantify impact of values-based convos vs candidate / party ID

Program

Expanding Member engagement & voter contact

By adding regular in-person community events, candidate town halls, and a distributed organizing pilot

Investment Needed: Ten State Organizers, Six National Organizers Staff, Three Data Staff, Tech & Data

Current: Three State Organizers, Three National Organizers, One Data Staff

Our plan to scale through 2026

Program Approach

Following up with young women who opted out in 2024

2.3 million young women who we reached out do decided not to engage in 2024 and we need to get in community with them, validate their very real concerns, and begin addressing the obstacles they are facing.

Reconnecting with first-time (or first time in a long time) voters

Get back in touch with the 1.2 million voters in our universe who dared to dream, voted for the first Black woman President and are struggling to see the path forward, especially young Black women, and invite them to join Supermajority and share meaningful actions they can take.

Expanding member engagement

We must make sure our members feel informed, connected to each other, and know what actions they can take that actually build power. We will be adding more regular in-person community events, candidate town halls, advocacy opportunities at the state and federal level, and a distributed organizing pilot.

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Our Goal: Turn Out a winning coalition of Young Women in 2026



Organizing Strategy: Priority States

		PA	MI	AZ	Total
We'll need to turnout a meaningful margin to win key races through 2026	2024 Harris Loss Margin	-120,266	-80,103	-187,382	-387,751
	First time voters (2024*)	320,750	234,444	152,230	707,424
There are three audiences of young women we know we can effectively turnout	Stayed home (2024**)	297,282	343,240	227,764	868,287
	Newly eligible voters***	165K	127K	93K	385K
They'll elect leaders that reflect our values	Key Races (subject to change)	Gov, State Leg, House Districts 7, 8, 10	Gov, State Leg, Senate, House Districts 4, 7, 10	Gov, AG, State Leg, House Districts 1, 2, 6	17 key races
We need to scale our in state capacity in 2025	Members	16,756	14,882	8,724	40,362
	Vols/Leaders (2024)	234/30	937/30	221/30	1,392
	State Organizers (need by Q4 2025)	Three	Four	Three	Ten

*18-35 year old women who voted for the first time (or the first time in a long time) in 2024 .

**18-35 year old women who didn't turnout in 2024 but were in our universe.

***18-20 year old women who will be newly eligible to vote in 2026. This is an estimate based on US Census data.

Organizing Strategy: Expansion States

		GA	NC	Total
We'll need to turnout a meaningful margin to win key races through 2026	2024 Harris Loss Margin	-115,100	-183,048	-387,751
	First time voters (2024*)	385,406	325,770	711,176
There are three audiences of young women we know we can effectively turnout	Stayed home (2024**)	680,857	344,580	1,025,437
	Newly eligible voters***	149K	139K	288K
	Key Races (subject to change)	Gov, Senate	Senate	3 key races
They'll elect leaders that reflect our values				
We need to scale our in national capacity in 2025	Members	530K+		530K+
	Volunteers (2024)	2,837		2,837
	Natl' Organizers (need by Q4 2025)	Six (will also support states)		Six

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***18-20 year old women who will be newly eligible to vote in 2026. This is an estimate based on US Census data.

Organizing Strategy: Blue Stronghold Pilot

We have a lot of members in states considered Democratic strongholds that Harris won, but at much smaller margins than previous Democratic Presidential candidates. We plan to experiment with building a volunteer leader coalition within these states to support must-win elections in 2026 at both the state and federal level. These states must serve as test grounds for innovate legislation that will make the Majority Rules real faster.

We are going to focus on where we have capacity	Member Dense States	NY	IL	CA	Total	
		U.S. House, Gov, State Leg	Senate, Gov., State Leg	U.S. House, Gov., Ballot Measure*	TBD	
To win critical elections in progressive strongholds	Key Races (subject to change)	~20k	~10k	~35k	65k	
		100	70	130	300	
To scale our capacity, we will train & support volunteer leaders – Supermajority members who commit to running voter mobilization programs on behalf of Supermajority to influence local elections.	Members	10	7	13	30	
		Volunteers (Needed by Q2 2026)	Six (same organizers for expansion states)			Five
		Leaders (Needed by Q4 2025)				
		Natl' Organizers (need by Q4 2025)				

2025

2026

C4 C3

Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4

Research

Polling

Focus Groups

Polling

Gen Z Advisory & Influencer Engagement

Community & Capacity Building

Majority Leaders: MI PA

Majority Leaders: Virtual

Majority Leaders: MI PA

Majority Leaders: Virtual

Membership Development Online & In-person: Digital Hub, Training, Volunteer Events, Educational Content

Distributed Organizing: MI PA AZ NY IL CA

Voter Engagement

Voter Wellness Checks: MI PA AZ

Deep Canvass Cohort: AZ, MI, PA

Deep Canvass Cohort: AZ, MI, PA

GOTV: WI

Primary Education: VA, PA, MI, AZ

GOTV: VA, PA, MI, AZ

Primary Education: AZ, MI, PA, NC, GA

GOTV: AZ, MI, PA NC, GA, NY, IL, CA

Org Preparedness

Hiring: Increase staff from 28 to 50

Fundraising: \$1.5M per quarter goal

Fundraising: \$1M per quarter goal

Strategic Planning

2025/2026 Budget

	Ed Fund - C3	Supermajority - C4	Total
Program	\$1,270,000	\$2,100,000	\$3,370,000
Research	\$250,000	\$350,000	
DVC Costs	\$200,000	\$500,000	
Tools, Tech, Data Management	\$220,000	\$250,000	
Training & Events	\$200,000	\$300,000	
Content & Web production	\$150,000	\$200,000	
Paid Media	\$250,000	\$500,000	
Operations	\$656,760	\$754,113	\$1,410,873
Development	\$146,440	\$305,064	\$451,504
Personnel	\$7,721,217	\$4,015,234	\$11,736,451
National Staff (50 FT by June 2026)	\$7,145,407	\$3,768,458	
State Staff (5 FT in MI, PA, and AZ by June 2026)	\$575,810	\$246,776	
TOTALS	\$9,794,417	\$6,674,411	\$16,968,828

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THANK YOU

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www.supermajority.com

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