

# Planned Parenthood Votes: Planned Parenthood advocacy and political organizations launch largest-ever electoral program

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**Washington, D.C.** — Today, Planned Parenthood advocacy and political organizations launched the 2022 electoral program “Take Control,” which represents the groups’ largest ever investment in an electoral cycle. The \$50 million program will help elect champions for sexual and reproductive health care and rights, including abortion, up and down the ballot and all across the country. The strategic investments will focus on states positioned to either ban or expand access to sexual and reproductive health care.

Today, Planned Parenthood Votes also launched its 2022 electoral website, [takecontrol2022.org](https://takecontrol2022.org). Take Control / Toma el Control will serve as a hub for information about Planned Parenthood Action Fund-endorsed candidates, key races, and how to get involved with Planned Parenthood advocacy and political organizations this cycle.

“This is an election about power and control,” **said Jenny Lawson, executive director, Planned Parenthood Votes.** “The Supreme Court and anti-abortion rights politicians have stripped people of their constitutional right to abortion and the ability to make personal health care decisions. Should these out-of-touch politicians gain or stay in power, they will continue doing everything they can to ban all abortion, throw health care providers and pregnant people in jail, and endanger the health and lives of pregnant people across the country. This is not what the American people want. This November, voters are going to take control by electing reproductive health care champions, up and down the ballot, who trust us to make

our own decisions about our bodies, our lives, and our futures.”

Planned Parenthood advocacy and political organizations will initially invest in nine target states: Georgia, Nevada, Minnesota, Pennsylvania, Arizona, North Carolina, New Hampshire, Michigan, and Wisconsin. Local Planned Parenthood advocacy and political organizations in Colorado, California, Maine, Ohio, and Florida will also run robust electoral campaigns. In sum, the program will reach up to 6 million voters through volunteer and paid canvassing; phone banking; and mail, TV, and digital advertising. The organizing program will leverage the influx of support Planned Parenthood advocacy and political organizations have seen as a result of the Supreme Court decision to overturn *Roe v. Wade* by activating Planned Parenthood supporters to engage their communities, friends, family, social media followers, and more to talk about candidates who will fight for their reproductive rights.

Planned Parenthood advocacy and political organizations will also launch a Black, Latino & People of Color Youth Organizing program run by young organizers of color for young people of color. While Black and Latino engagement will happen in all nine key states, the Black Latino & People of Color Youth Organizing program will concentrate efforts in Arizona, Georgia, North Carolina, and Michigan.

“Big stakes require big investment, which is why this fall Planned Parenthood advocacy and political organizations will run our largest-ever electoral campaign to preserve and expand abortion access in as many states as possible,” **added Lawson.** “From now until Election Day, we’ll make sure voters know who’s on their side and channel their dissent into political power at the ballot box.”

Planned Parenthood advocacy and political organizations will kick off its National Volunteer Program on August 18, with a virtual event featuring local organizers and opportunities for volunteers across the country. Nationally, Planned Parenthood advocacy and political organizations across the country will drive volunteer efforts in Arizona, Michigan, Pennsylvania, North Carolina, Nevada, and Georgia using digital tactics like phone banking and text banking.

Voters are energized and motivated to turn out to protect abortion rights. In the first election since the Supreme Court ended *Roe*, abortion rights were literally on the ballot in Kansas. And the state residents came out in droves to protect their reproductive freedom. According to a new [USA Today poll](#), abortion rights is the second highest issue on voters’ minds when asked to name the most important issue affecting their vote for Congress in November. A [Gallup poll](#) cites abortion as a

top-five issue for voters this cycle — the highest ranking since Gallup began tracking mentions of abortion in 1984. A recent [KFF poll](#) finds that 74% of U.S. adults report abortion access as important to their midterm vote, with 55% saying it's "very important." Four in 10 voters (43%) say the Supreme Court decision will make them more motivated to vote, up six points since May.

This spring, the presidents of three major advocacy and political organizations, Planned Parenthood Action Fund, NARAL Pro-Choice America, and EMILY's List, [announced](#) a historic collective spending of \$150 million toward the 2022 midterms.