

Priorities USA: Announces \$30 million digital investment in battleground states ahead of the 2022 midterm elections

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Priorities also announced record-breaking fundraising totals, positioning the organization to invest early in key states.

WASHINGTON, D.C. — Today, Priorities USA announced a \$30 million investment in digital mobilization and persuasion efforts that will reach voters in battleground states ahead of the 2022 midterm elections. The investment will include exclusively digital programs in Wisconsin, Pennsylvania, Nevada, Arizona, New Hampshire, Georgia and Michigan.

Priorities raised a record-breaking \$27.9 million across its three entities for the year 2021, more than doubling its 2017 annual fundraising total. This substantial support has allowed Priorities to create a robust, effective paid media operation for the upcoming 2022 midterm elections.

Priorities' efforts will focus on states where Senate and gubernatorial races are expected to be most competitive. These key states also include several House districts that will likely decide control of the chamber.

Priorities has continuously invested in improving online advertising by utilizing testing and analytics to create the most effective operation possible. By constantly optimizing outreach tactics to meet the challenges of a changing media landscape, Priorities will put Democrats in a strong position to protect and expand majorities in 2022 and build a necessary foundation in presidential battleground states ahead of

2024.

This initial investment is in addition to the \$20 million Priorities USA has already [committed](#) to fight voter suppression. This year, Priorities will continue to protect ballot access through litigation and utilize digital advertising techniques to educate voters about changing laws. Priorities' voting rights program has secured relief for voters in 30 cases since 2015 while centering Black and brown communities, disabled voters, students and seniors who are disproportionately impacted by voter suppression. Priorities recently announced its [support](#) for a legal intervention to protect Michigan voters from unnecessary voter roll purges.

"Priorities is making an unprecedented initial investment to support Democrats this cycle. It has never been more important to support leaders who stand with working families and defend the core values of our democracy, especially the fundamental right to vote," said **Guy Cecil, Chairman of Priorities USA**. "The overwhelming support we've received is a testament to our team of trusted experts and our tireless commitment to our mission. I am confident that Priorities USA is in the best position possible to defend and expand Democratic majorities this November, and create a strong foundation for Democratic victories for years to come."

"While Joe Biden and Democrats fight for working families in Washington and state capitals, Priorities USA can be counted on to continually engage with voters and earn their support to protect and expand Democratic majorities," said **Danielle Butterfield, Executive Director of Priorities USA**. "This investment is only the beginning of Priorities' efforts to reach voters where they are on the issues they care about. We are proud that our digital engagement efforts have expanded every cycle and I am encouraged that so many of our allies and partners have continued to increase investments toward reaching voters where they are spending their time and getting their information."