

DATE
September 24, 2024

TO
Interested Parties

FROM
Alex Morgan
President
alex@turnoutpac.org

PTP's \$15.8 Million Investment in Innovative Solution to Boost Rural and Exurban Turnout

If what's past is prologue, then roughly one-third of Democratic doors in battleground states will go unknocked in 2024. Fortunately for Vice President Harris and Democrats up and down the ticket, Progressive Turnout Project developed a groundbreaking distributed organizing program that will reach these largely rural and exurban voters three times between now and Election Day.

Traditional campaigns typically focus door-to-door efforts in dense urban and suburban communities in base counties. PTP is investing \$15.8 million to recruit 11,386 people to knock 3,267,160 rural and exurban doors between now and Election Day. As of today, PTP team members have knocked 1,232,980 of those doors.

Instead of brick and mortar offices, PTP leverages remote technology to recruit, train, and dispatch door knockers. After onboarding, team members receive supplies in the mail and use a simple but innovative mapping tool to select a voter list closest to their own neighborhood.

PTP is running its distributed organizing program in Arizona, Georgia, Michigan, North Carolina, Pennsylvania, and Wisconsin. PTP focuses on inconsistent Democratic voters. These voters are highly likely to support Democrats, but less likely to get out and vote. Among these voters, there are 549,447 knockable doors in the Philadelphia and Pittsburgh metro areas, where the vast majority of traditional campaign activity will take place. But, there are another 407,274 knockable doors across the rest of Pennsylvania. That's 43 percent of inconsistent Democratic voters in the Keystone State!

In addition to those doors in rural and exurban Pennsylvania, PTP will reach 334,044 knockable doors in Georgia, 294,654 in North Carolina, 144,474 in Michigan, 94,776 in Arizona, and 85,166 in Wisconsin. PTP team members will knock each of these doors three times.

To learn more about PTP's distributed organizing program, visit <https://turnoutpac.org/doors>.