



For Our Future PA 
Action Fund

What Happened in 2024: How Trump Won PA

WE WERE SO EXCITED!

The RWB PA Team was everywhere...



*Red
Wine & Blue*

WE WERE SO EXCITED!

Deputy Director: Stacy Kunkel
Cumberland, Dauphin, Lancaster & York



WE WERE SO EXCITED!

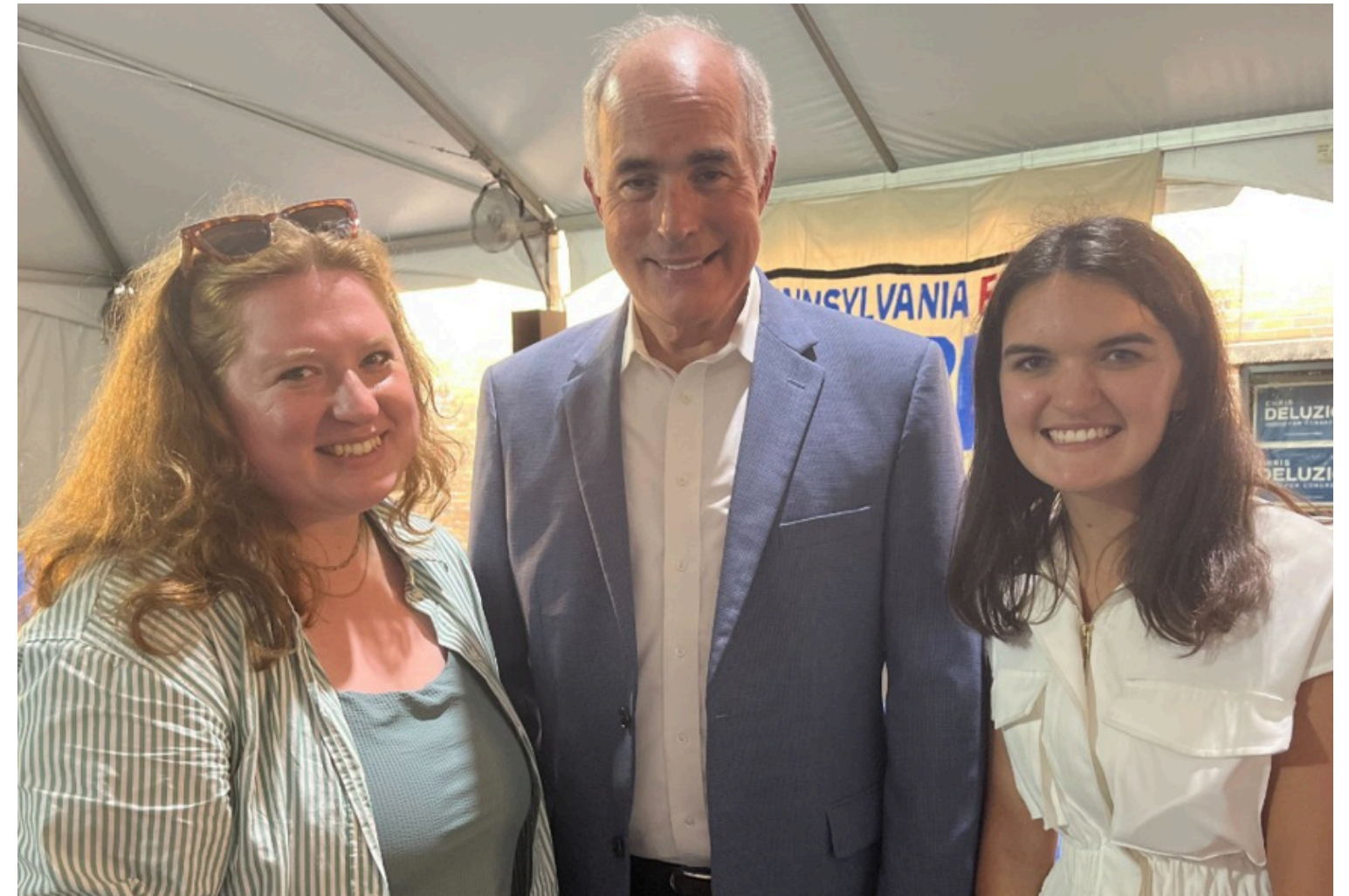
Aimee Saunders - Berks, Bucks, Lehigh, Northampton



Red Wine & Blue

WE WERE SO EXCITED!

Claire Crytzer: Allegheny, Beaver, Washington, Westmoreland



WE WERE SO EXCITED!

Jamie May - Delaware, Chester & Montgomery



Red
Wine & Blue

Then the results came in...

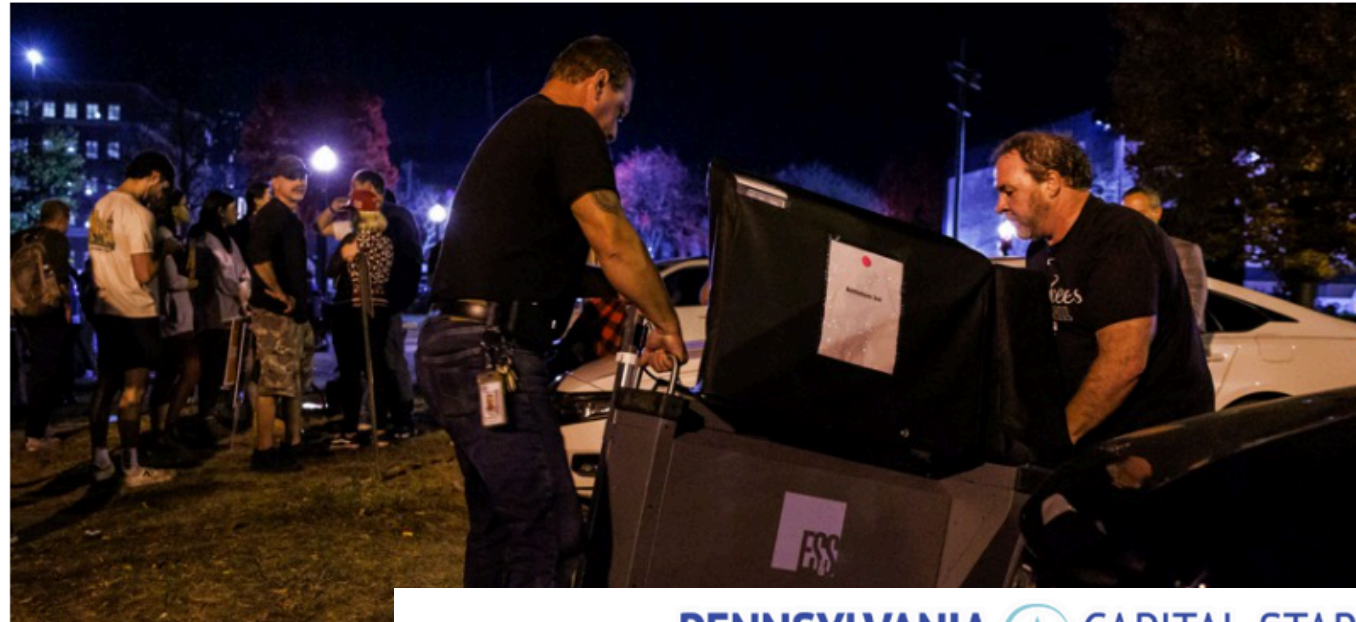
Pennsylvania and other swing states were in shock!



WHAT HAPPENED?

How Trump took back Pennsylvania

The former president improved on his 2020 margins in several regions



Workers deliver an additional voting location in Pennsylvania on November 5, 2024.

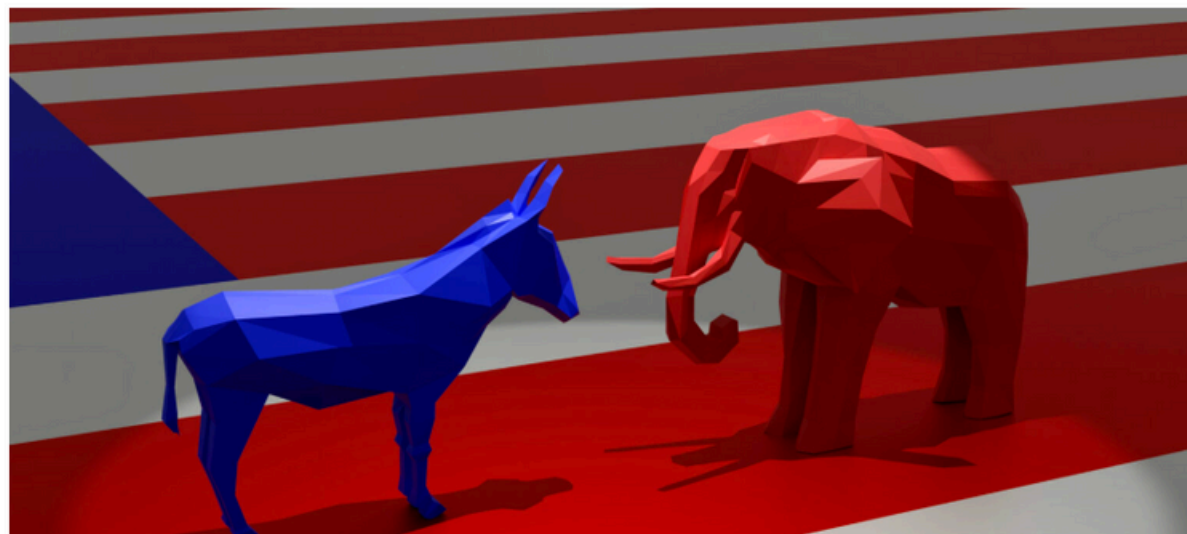
PENNSYLVANIA CAPITAL-STAR

GOVERNMENT & POLITICS EDUCATION ENERGY & ENVIRONMENT CRIMINAL JUSTICE LABOR HEALTH CARE

ELECTION 2024 RURAL ISSUES

Trump improved margins in rural Pa. but collapse of urban Democratic vote gave him the win

BY: TIM MAREMA AND SARAH MELOTTE • NOVEMBER 12, 2024 6:00 AM



BUSINESS INSIDER

DOW JONES ▲ +1% NASDAQ ▲ +0.39% S&P 500 ▲ +0.52% AAPL ▲ +0.08% NVDA ▼ -0.06% MSFT ▼ -0.02% AMZN ▼ -0.34% META ▼ -0.34%

POLITICS

Elon Musk went all-in on Pennsylvania — and helped deliver the White House to Trump

By Alice Tecotzky and Brent D. Griffiths



He says he used data and 'being super cute' to influence Pennsylvania in 2024 election

05:45

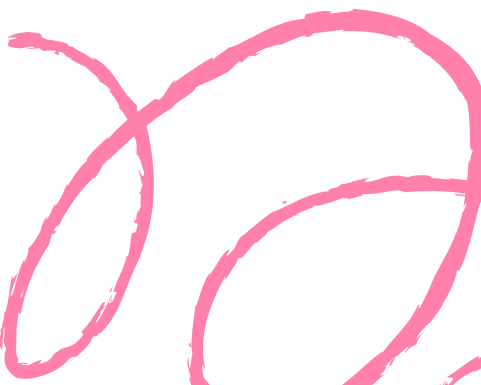
Scott Presler: The former provocateur claiming credit for swinging Pennsylvania to Trump

Voter Turnout

Turnout was near record high

Presidential general election	Number of registered voters	% of registered voters who voted	Total voting-age population	% of voting-age population who voted
2024	9,175,133	77.1	10,332,678	68.5
2020	9,090,962	76.1	10,353,548	66.8
2016	8,722,977	70.1	10,018,510	61

**But it was down in the areas we needed
and 2020 Biden voters switched**



TURNOUT DETAILS

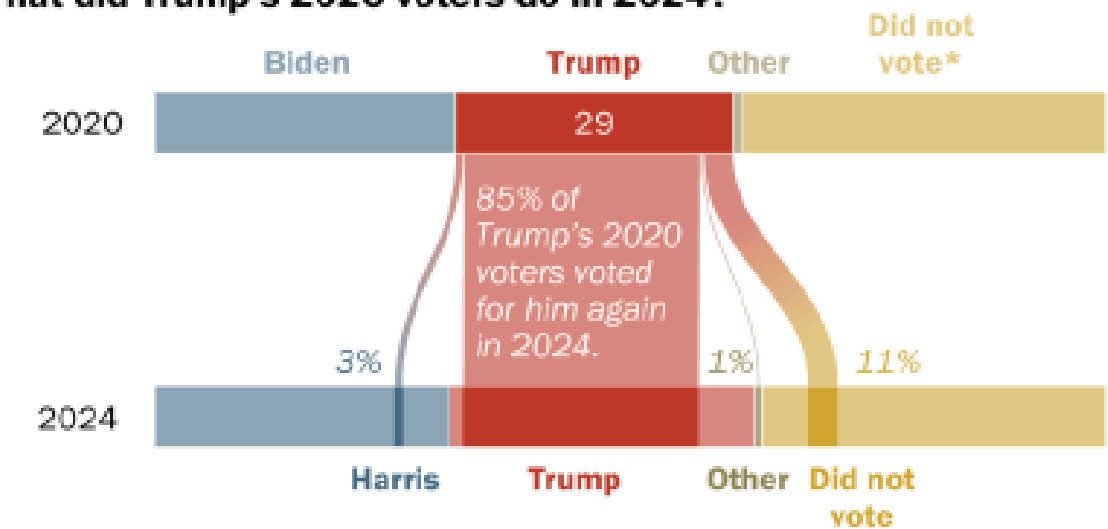
- 89% of 2020 Trump voters voted in 2024
 - 85% voted for him
 - 3% voted Harris
 - 1% voted other
 - 11% did not vote in 2024
- 85% of 2020 Biden voters voted in 2024
 - 79% voted for Harris
 - 5% voted Trump
 - 1% voted other
 - 15% did not vote in 2024
- 73% of 2020 non voters did not voted in 2024
 - 12% voted for Harris
 - 14% voted Trump
 - 1% voted other
- Pew reports higher turnout would not have changed the outcome
- Non-voters in 2020 supported Biden
- Non-voters in 2024 would have broken 48-45 for Trump

Pew Results

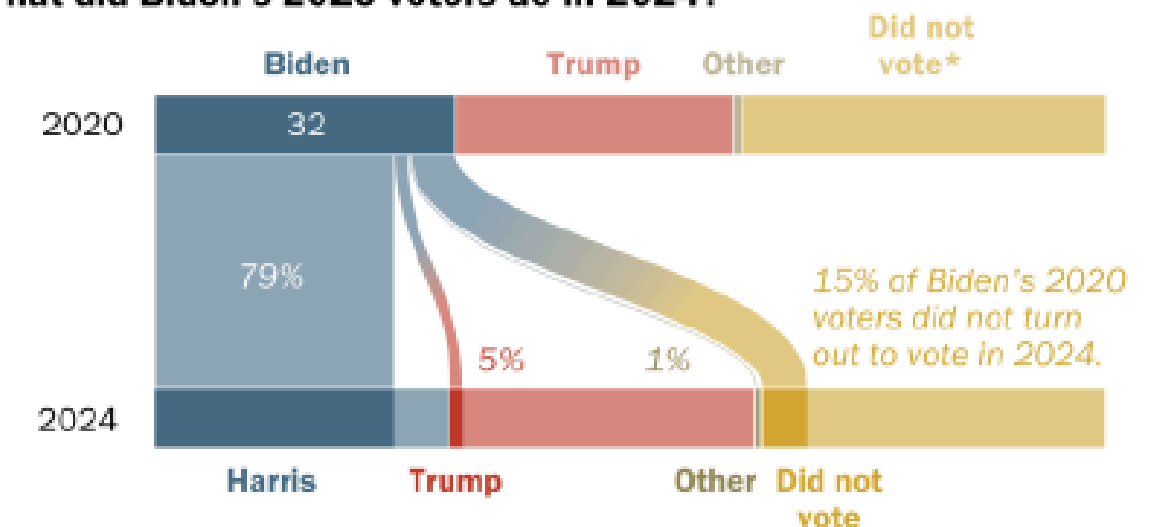


The flow of voters and nonvoters from 2020 to 2024

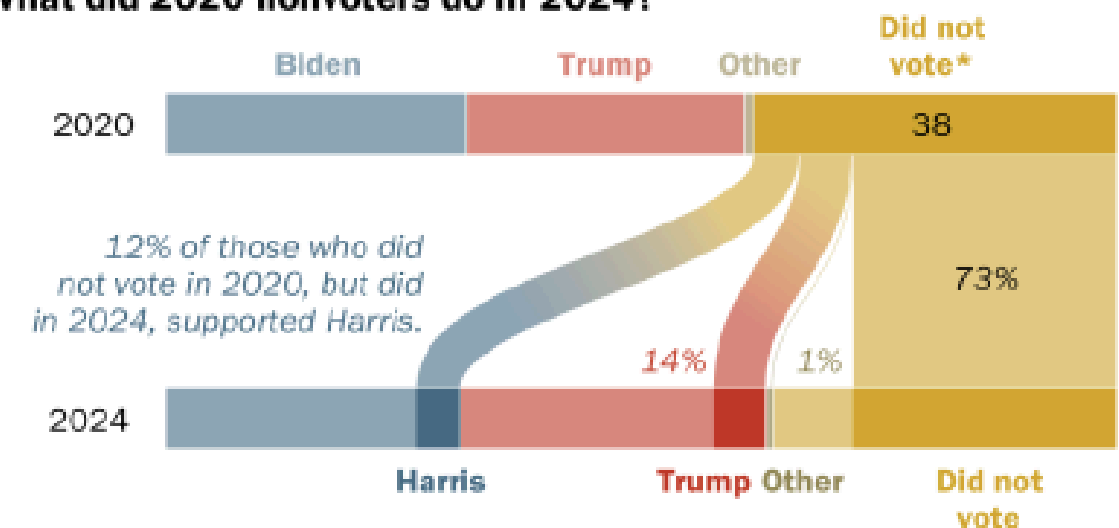
What did Trump's 2020 voters do in 2024?



What did Biden's 2020 voters do in 2024?



What did 2020 nonvoters do in 2024?



Exix Polls: Race & Ethnicity

Trump voters were more diverse than in 2020

NBC exit polls show turnout by race/ethnicity:

- White: 71%
- Black: 11%
- Hispanic/Latino: 11%
- Asian: 3%

Race & Ethnicity	Harris	Trump	Increase for Trump
White	43	55	
Black	83	15	7+
Hispanic	51	48	12+
Asian	57	40	10+
Other race	42	55	

EXIT POLL ISSUES

Most important issue in vote

■ Harris ■ Other ■ Trump

The economy (31% of voters)



The state of democracy (31%)



Immigration (13%)



Abortion (15%)



Not enough respondents to break down details: Foreign policy (3%)

Do you think the condition of the nation's economy is...

■ Harris ■ Other ■ Trump

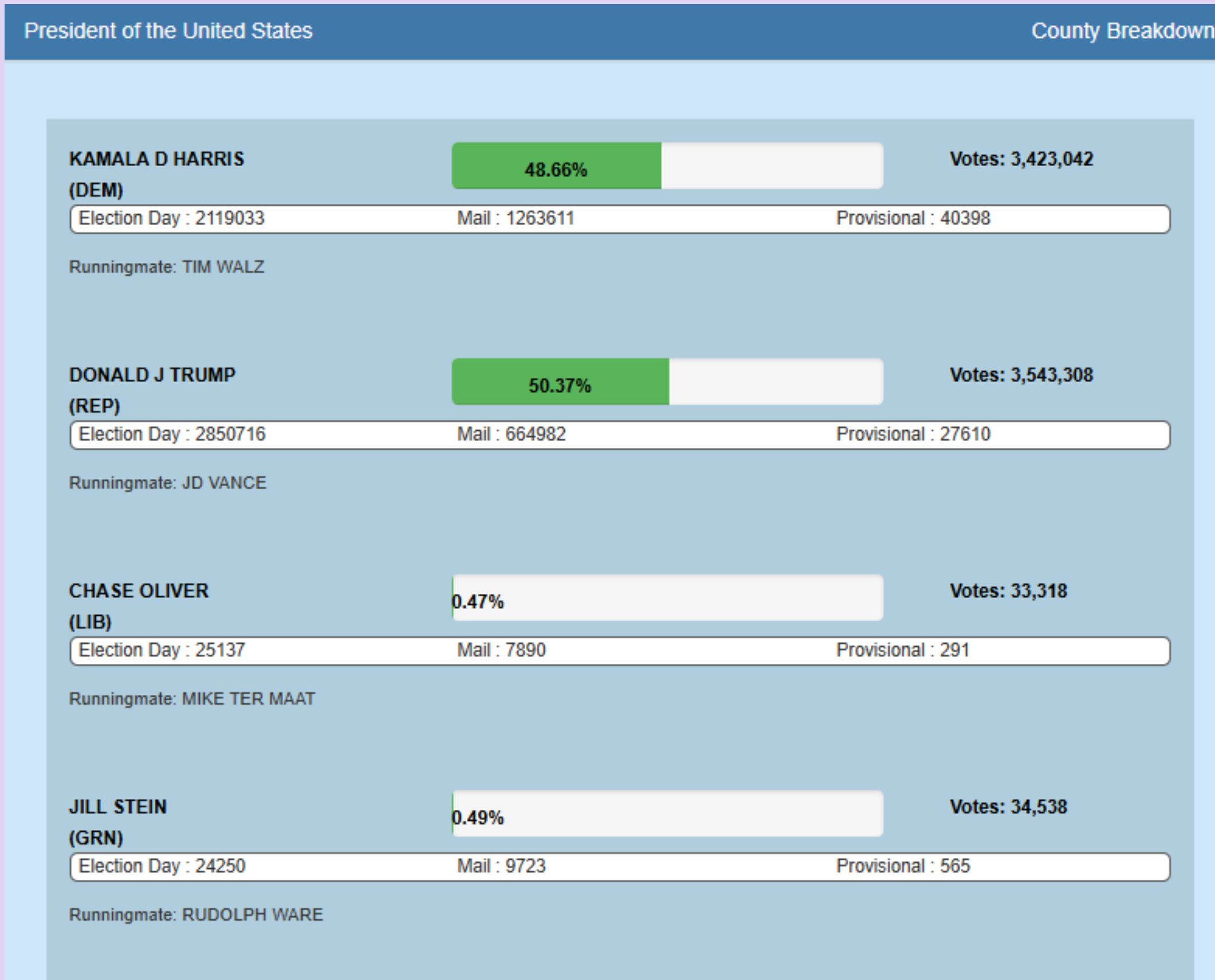
Excellent/Good (31% of voters)



Not so good/Poor (67%)



PRESIDENT - PA RESULTS



Trump won 50.37% of PA Votes

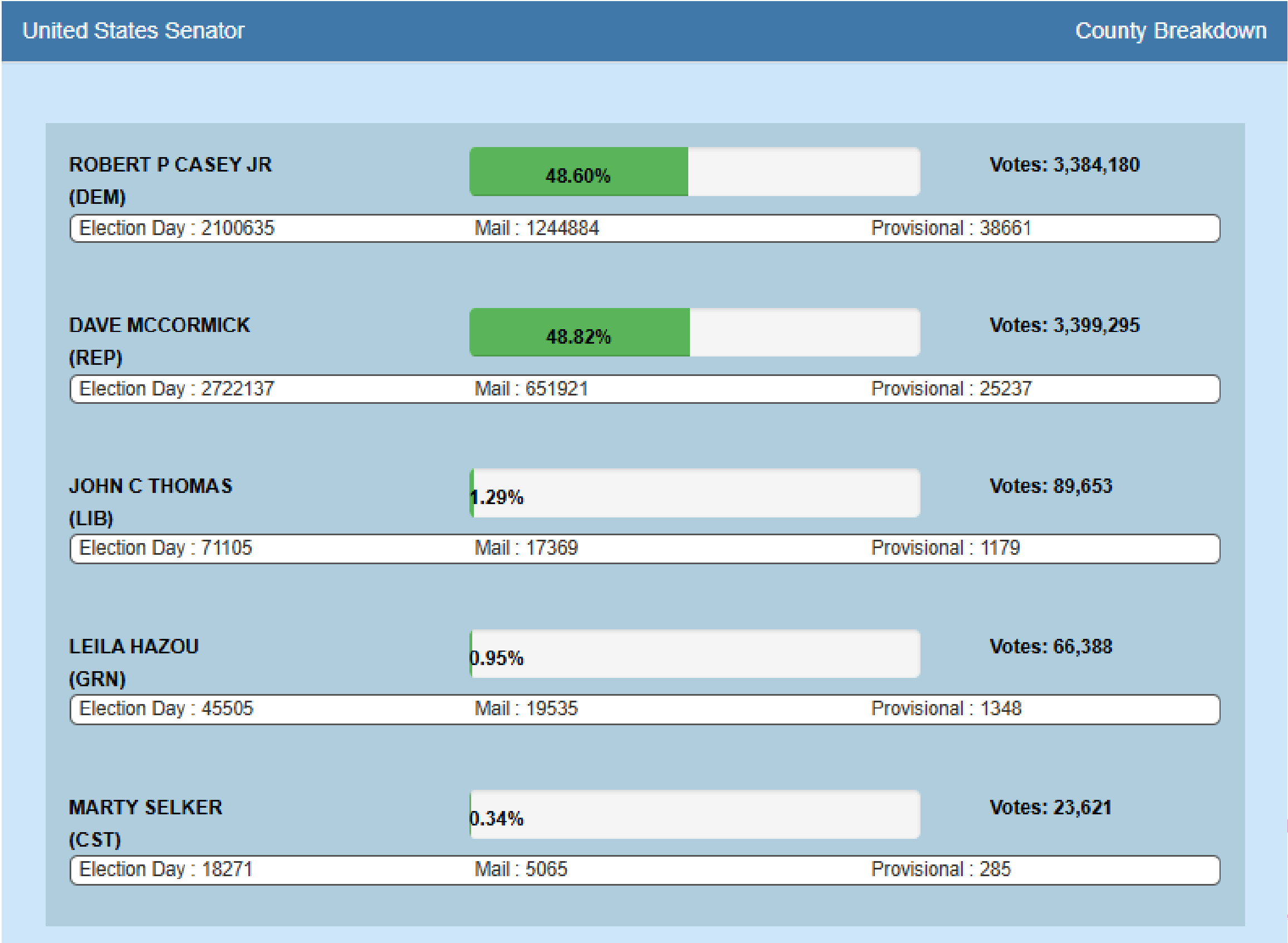
- Trump got 165,634 more votes than 2020
- Harris got 35,187 less votes than Biden in 2020
- Voter turnout up by 1.7%
- Third party votes less than in 2020

Senate Results

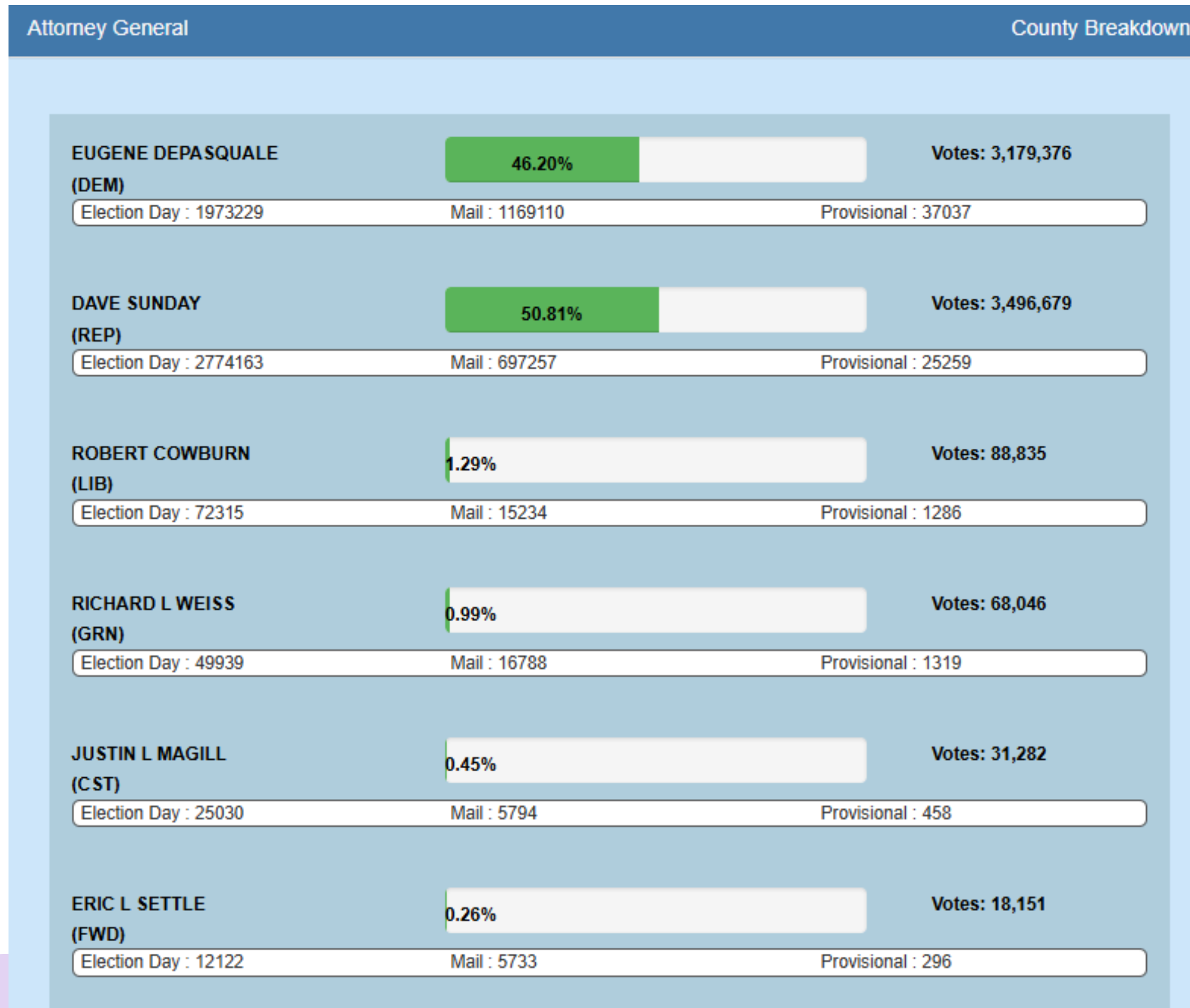


McCormick won by 15,115 votes

- 1.1% Ballot Roll-Off = loss of 71,069 votes
- 179,662 voted 3rd party
- McCormick received out of state LARGE donations from his Wall Street friends like Jeffrey Yass



Attorney General



Sunday won by 317,303 votes

- 2.16% Ballot Roll-Off = loss of 151,837 votes
- 206,314 voted 3rd party
- Sunday received large donations from Jeffrey Yass giving him a financial advantage
- He will not sue Trump admin on behalf of PA residents

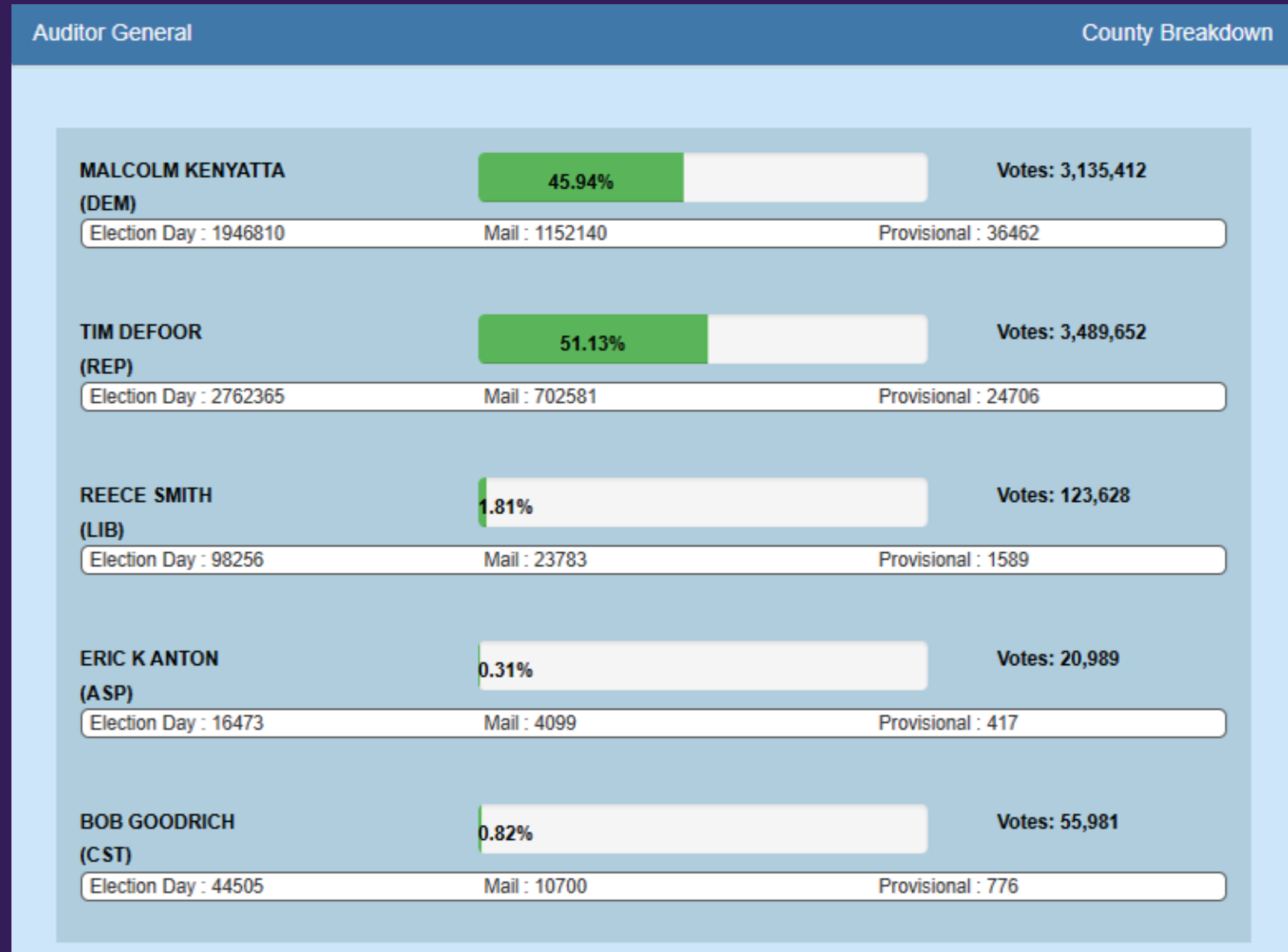
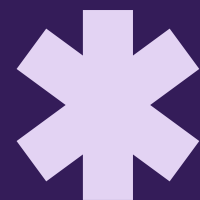
Sunday Won't Sue Trump



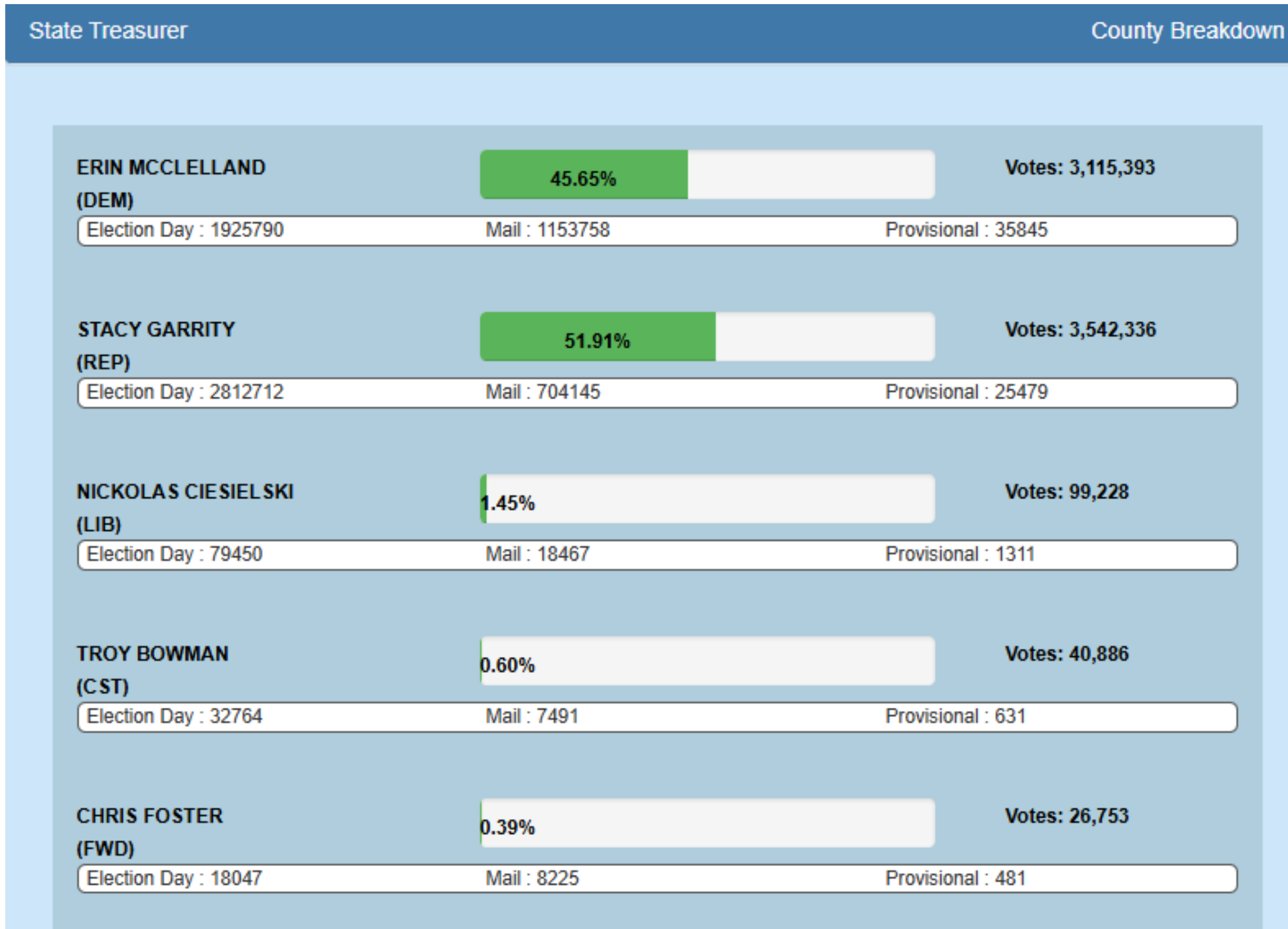
Auditor General

DeFoor won by 354,240 votes

- 3% Ballot Roll-Off = loss of 208,544 votes
- 200,598 voted 3rd party
- DeFoor was the incumbent
- Kenyatta is the first openly gay candidate for statewide office in PA!



State Treasurer

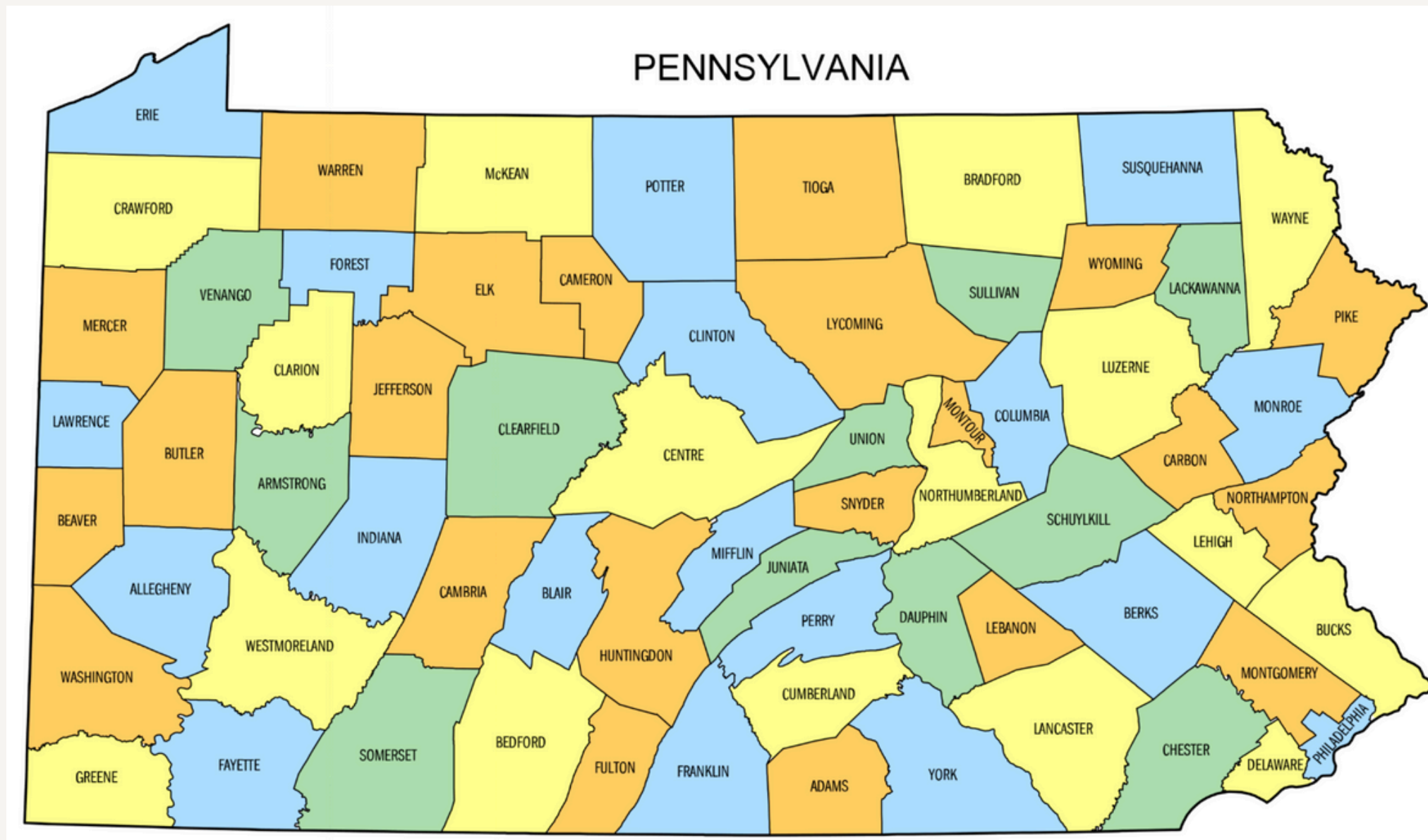


Garrity won by 426,943 votes

- 3% Ballot Roll-Off = loss of 209,630 votes
- 166,847 voted 3rd party
- Garrity was incumbent
- McClelland was not endorsed by Dems in primary



Key County Shifts



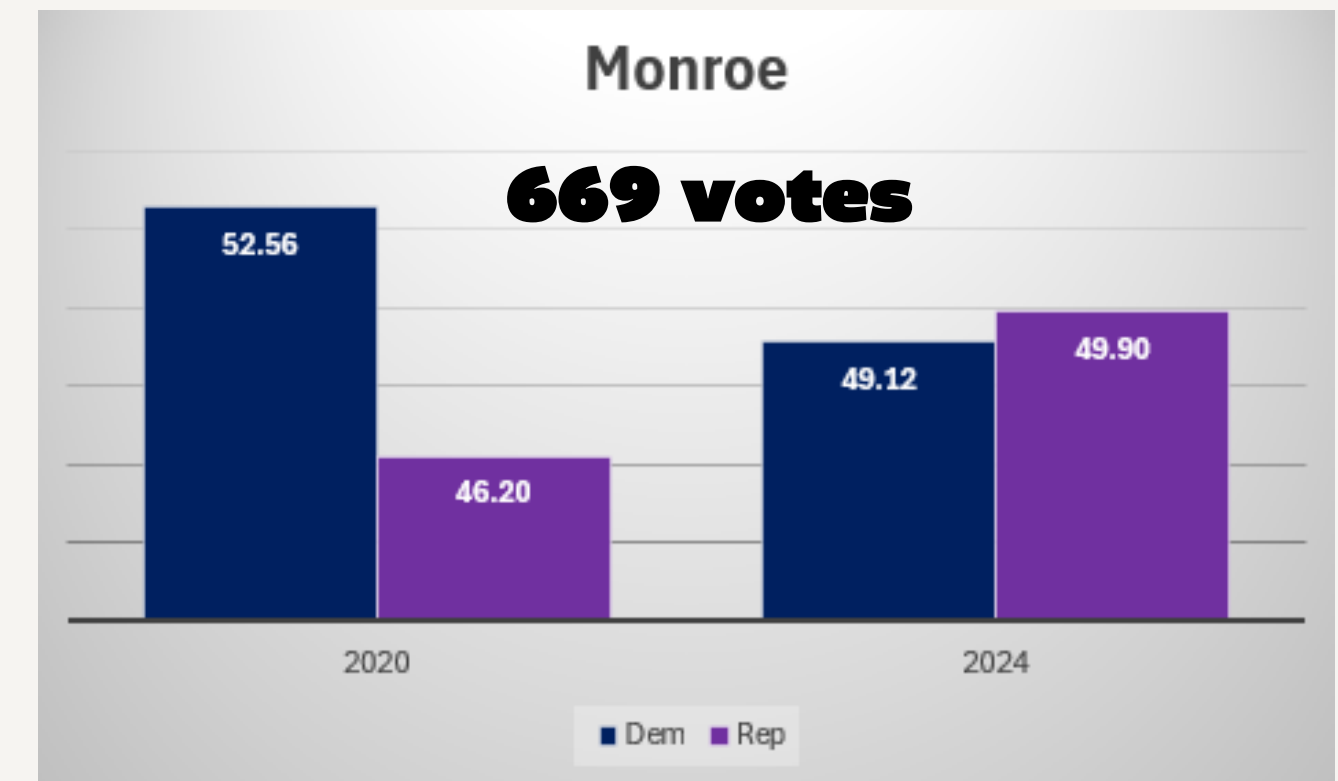
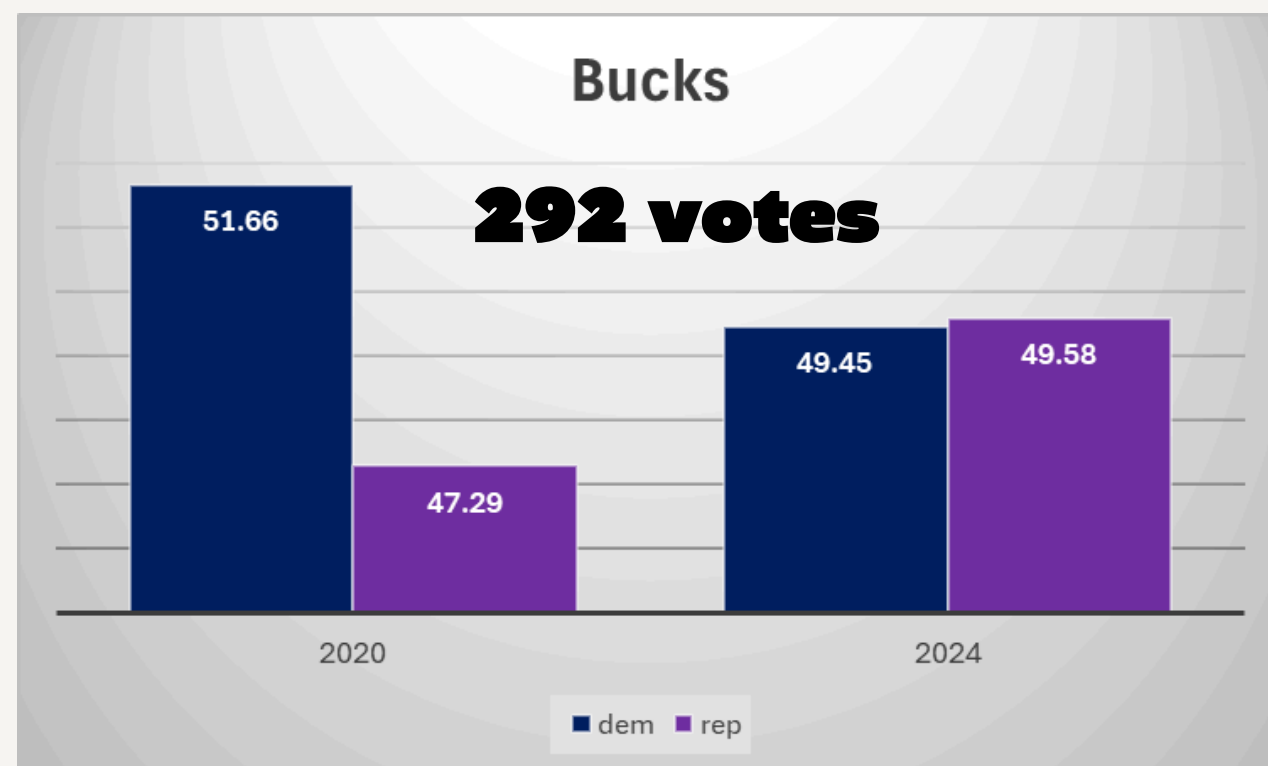
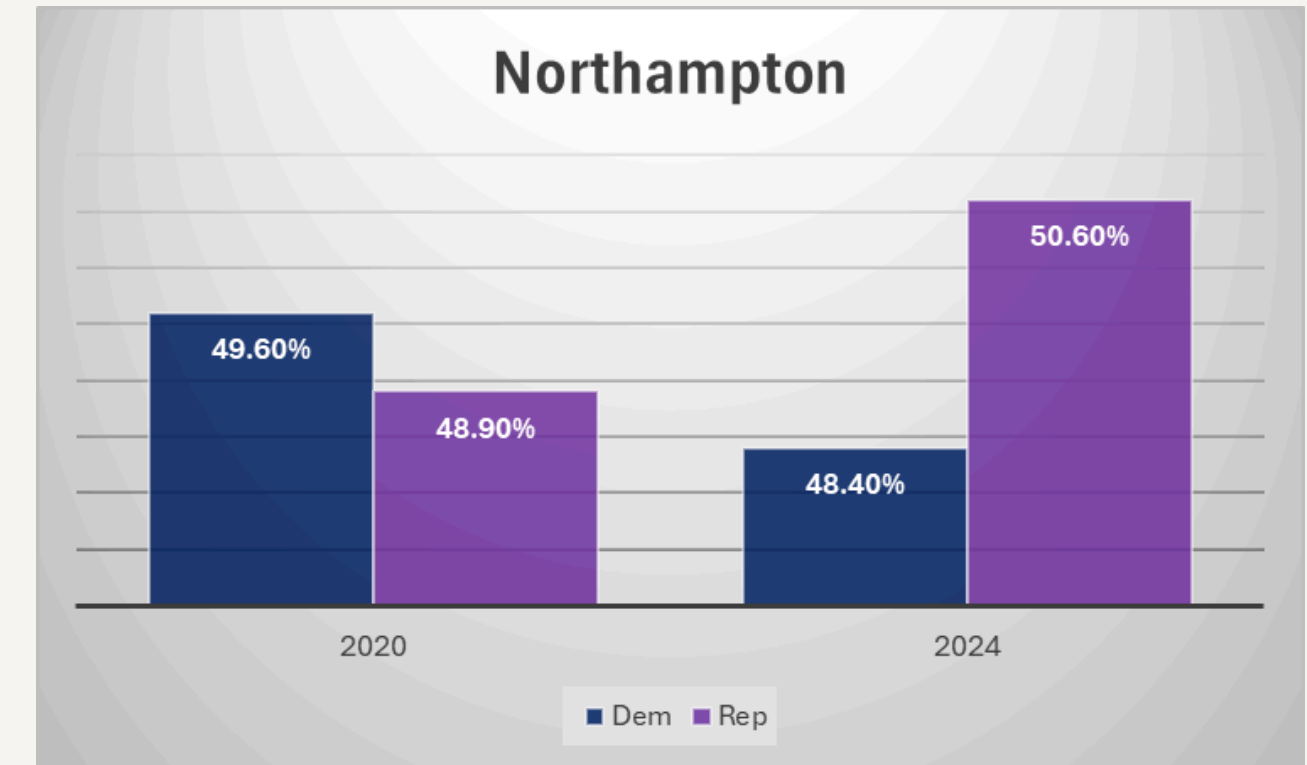
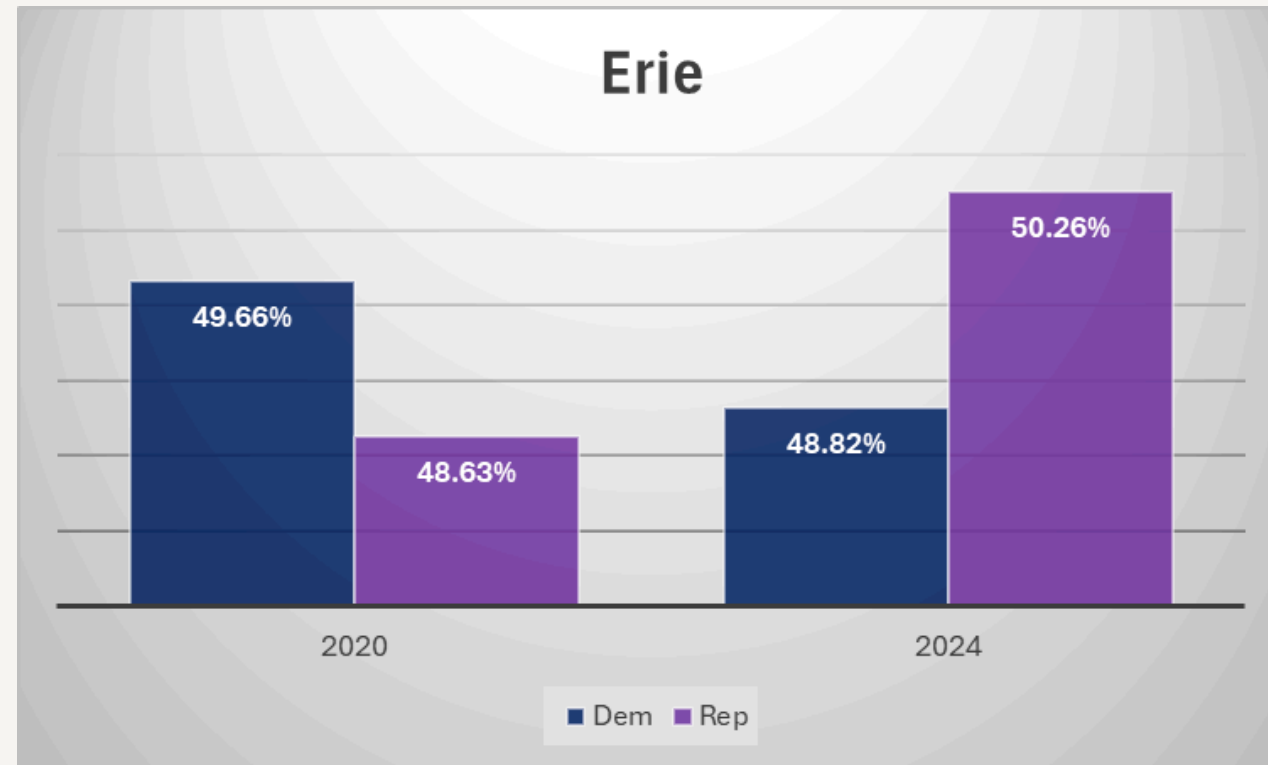
Trump had upward shifts in these counties:

- Philadelphia
- Chester
- Montgomery
- Bucks - flipped
- Erie - flipped
- Northampton - flipped
- Fayette
- Washington
- Beaver
- Lawrence
- Monroe - flipped



NYT reports 90% of US Counties supported Trump

Counties that Flipped



A Few Bright Spots!

- Harris Held the Women's Vote
- Gained 2 with suburban women
- Held white women
- Gained 3 with black women
- Gained with 18-24, 50-64, 65+

CNN Exit Polls

PA CNN Exit Poll	President		
	2020	2024	Shift
Women	55%	55%	Held
Men	44%	41%	-3%
Suburban	48%	48%	Held
Suburban Women	53%	55%	2%
Rural Women	x	35%	
White Women	47%	47%	Held
Black Women	94%	97%	3%
Dem Women	95%	95%	Held
Rep Women	7%	8%	1%
Ind Women	58%	52%	-6%
White College Women	59%	61%	2%
White Non-College Women	39%	38%	-1%
Women 18-24	67%	73%	6%
Women 25-29	75%	64%	-11%
Women 30-39	66%	57%	-9%
Women 40-49	57%	52%	-5%
Women 50-64	46%	51%	5%
Women 65+	51%	54%	3%

Suburban men - NO!!!

- Suburban men were the only major demographic group to flip from Biden to Trump
- Biden won suburban men by four points in 2020
- Trump carried them by four points in 2024



Culture Wars & Dis-Information

- AdImpact Reports the GOP spent 215M on anti-trans attack ads
- That is \$135 per Trans person
- Trans people 1-1.3% of the population



- 52% of voters who were made aware of Harris's support for sex changes for minors were more likely to vote for Trump.
- 50% of voters who were made aware of Harris's support for taxpayer-funded sex changes for prisoners were more likely to vote for Trump.
- 47% of voters who were made aware of Harris's support for allowing men to compete in women's sports were more likely to vote for Trump.
- 45% of voters who were exposed to the Trump campaign's "Kamala is for they/them, Trump is for you" message were more likely to vote for Trump.

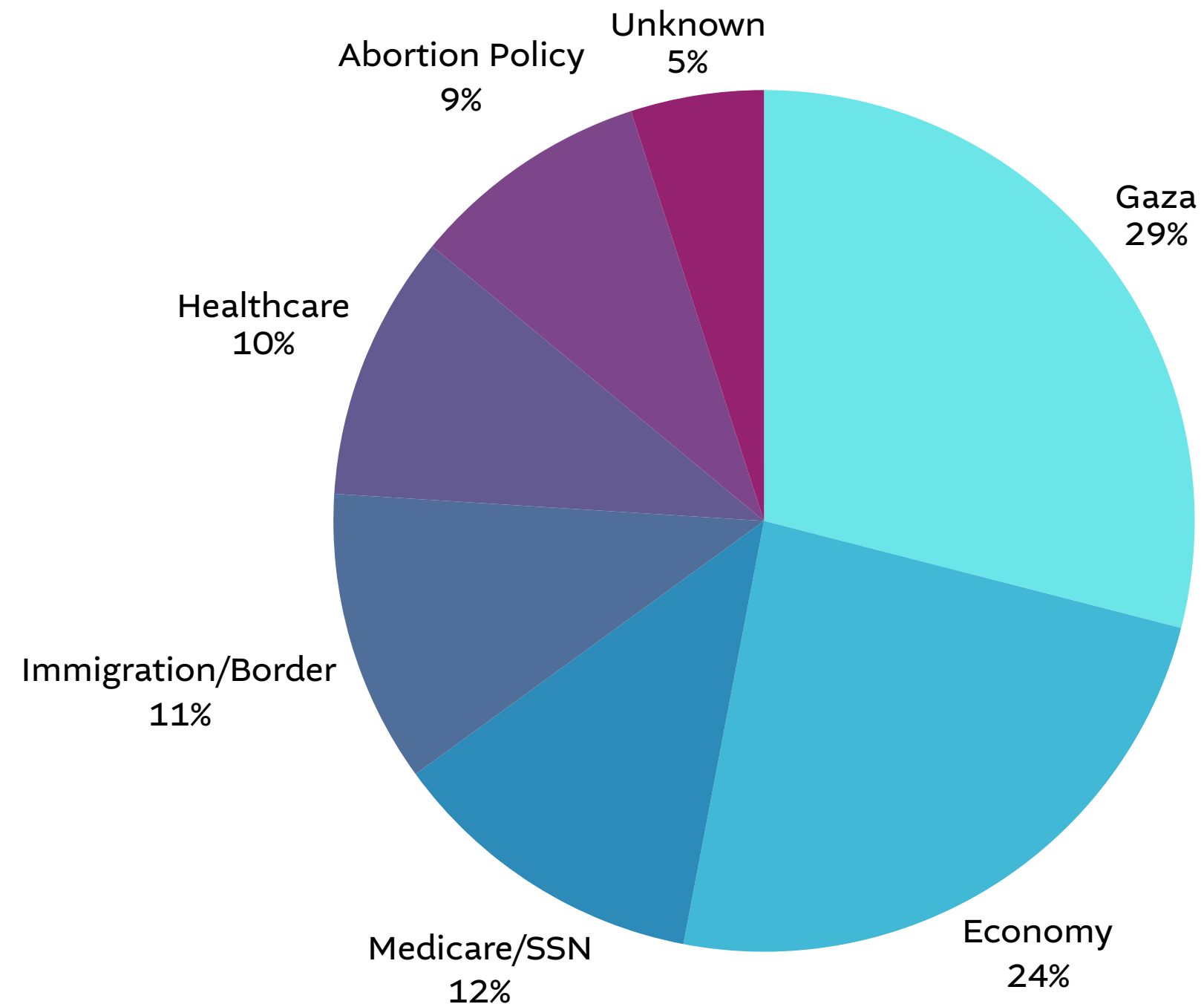
Culture Wars & Dis-Information

GAZA

IMEU Policy Project reports
Gaza was a top issue for
Biden voters who voted for
someone other than Harris

- 29% Nationally
- 20% in Battleground States
- 19% in Pennsylvania

IMEU Poll



*Red
Wine & Blue*

Culture Wars & Dis-Information

Repro Rights

Competing Commericals

- GOP claiming abortion at birth
- Dems stating Roe was overturned by Trump

Six states passed ballot initiatives, AZ, CO, MD, MO, MT, NV

Turnout increased only .7 in states with ballot initiatives - not the priority expected



Prioritizing Repro as an issue was mostly a Dem issue - only 10% overall

52% Believed Trump would leave abortion access to the states

Only 33% believed he would ban abortion nationwide



Before Election

- Trump distanced himself
- It was drafted by people who had worked for him
- Top Heritage officials briefed Trump
- In Oct 2024, 57% viewed P2025 negatively
- Only 28% of MAGA viewed it negatively

AP Report

NBC Reporting

Actions Taken

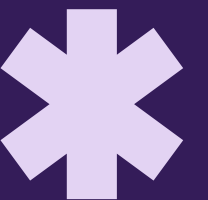
- Ban DEI
- Eliminate Dept of Education
- Eliminate consumer protections
- Reduce taxes on the rich
- Mass deportaion - without due process

RWB P2025 Tracker



What Now?

WHEN THEY GO LOW,
WE GO
LOCAL



Races Where We Can Make a BIG Difference



- School Boards - 499 of them!
- Municipal Elections
- County Races
- State Court Elections
- State Supreme Court Retentions

School Boards

Why They Are So Important!

- Set budget, Levy taxes
- Adopt curriculum and courses of study
- Approve school policies
- Hire district superintendent
- Make decisions about staffing levels
- Oversee district facilities
- Engage in collective bargaining

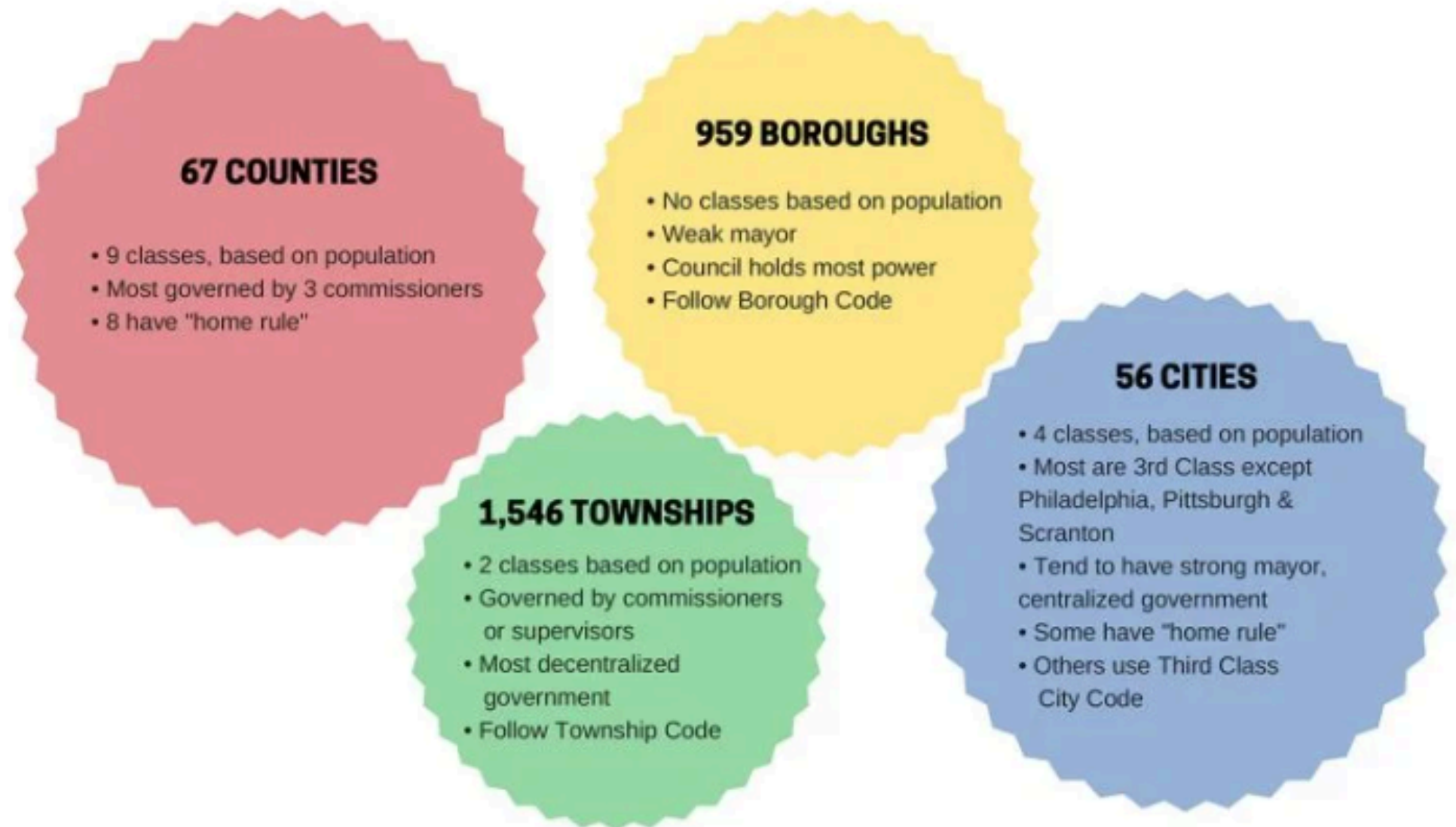
Your messaging will matter



Municipal Races

Each Township/Borough Has Races!

- Mayor
- Borough Council
- Township Supervisor
- Tax Collector
- Auditor
- Judge of Elections
- Inspector of Election



County Races



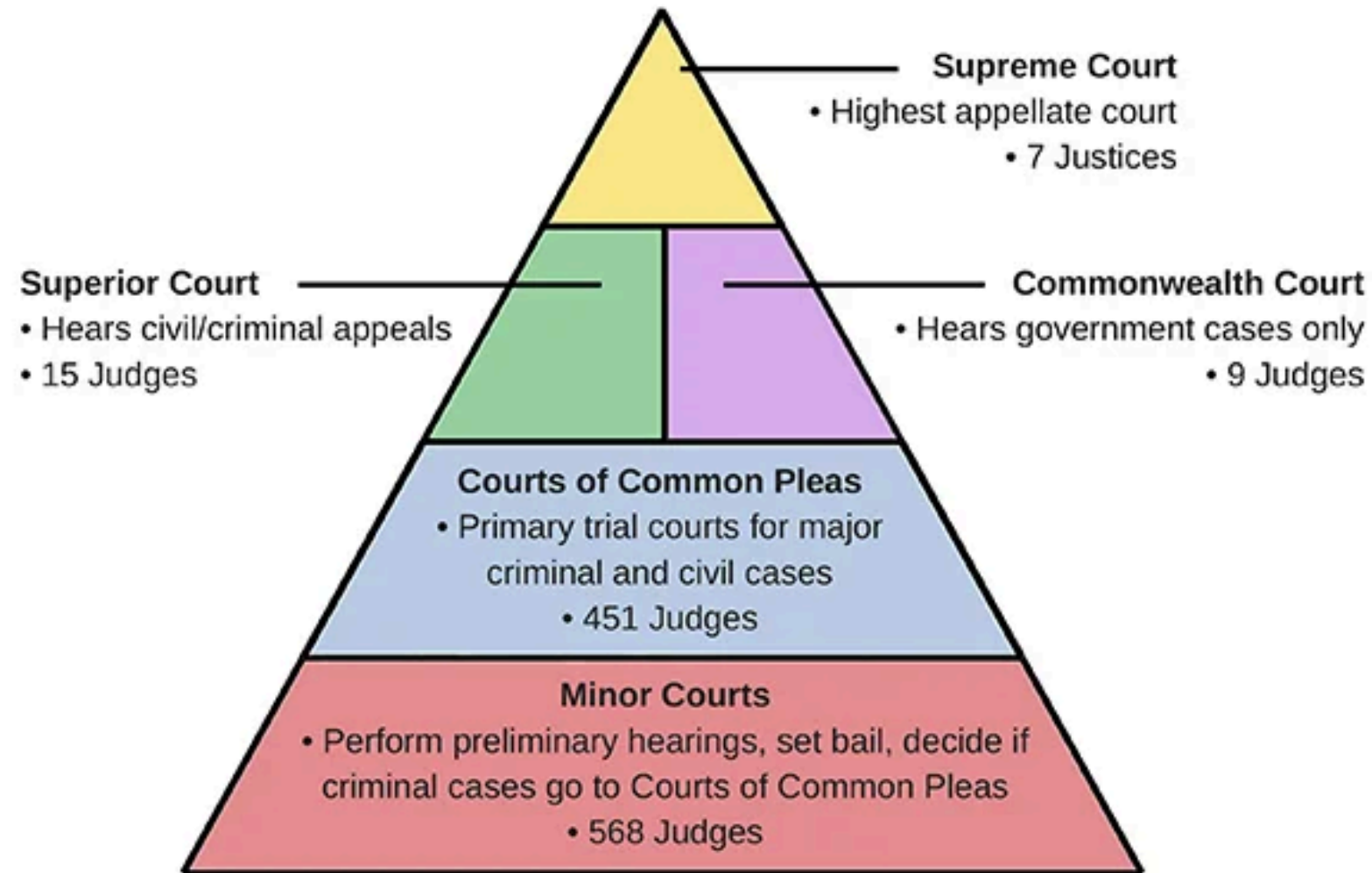
Bedford County

- County Council
- Sheriff
- Controller
- Register of Wills
- Prothonatary
- Clerk of Courts

The Courts!!



Pennsylvania Courts



- Magisterial Judges
- Common Pleas
- Commonwealth Court
- Superior Court
- Vote to retain 3 Supreme Court Justices

Remember Ballot Roll-Off?

Look at Delco in the Primary - it is still happening!

	# Votes Cast	% of Total	Roll-Off
Delco Primary 2025	66420		
Superior Court	60866	91.64%	8.36
Commonwealth Court	60774	91.50%	8.50
Common Pleas	54718	82.38%	17.62
County Council	55649	83.78%	16.22
Sheriff	60768	91.49%	8.51
Controller	59714	89.90%	10.10
Reg of Wills	60177	90.60%	9.40

Ballot Roll-Off could cost us the PA Supreme Court!

Talk to all of your friends.

Make sure they know to complete both sides of their ballot!



Please welcome

For Our Future PA

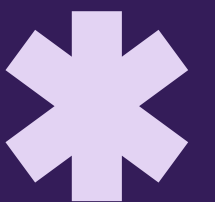
Action Fund



This is a community
organizing to WIN!

How to be Effective

- Friend to Friend Organizing
- Master Talking Points
- Connect to what concerns them



RELATIONAL ORGANIZING FRIEND TO FRIEND ORGANIZING

It is the simple, proven concept that people talking to their friends and family is more effective than strangers talking to strangers.



THE MESSENGER MATTERS!

WHO DO YOU TRUST?

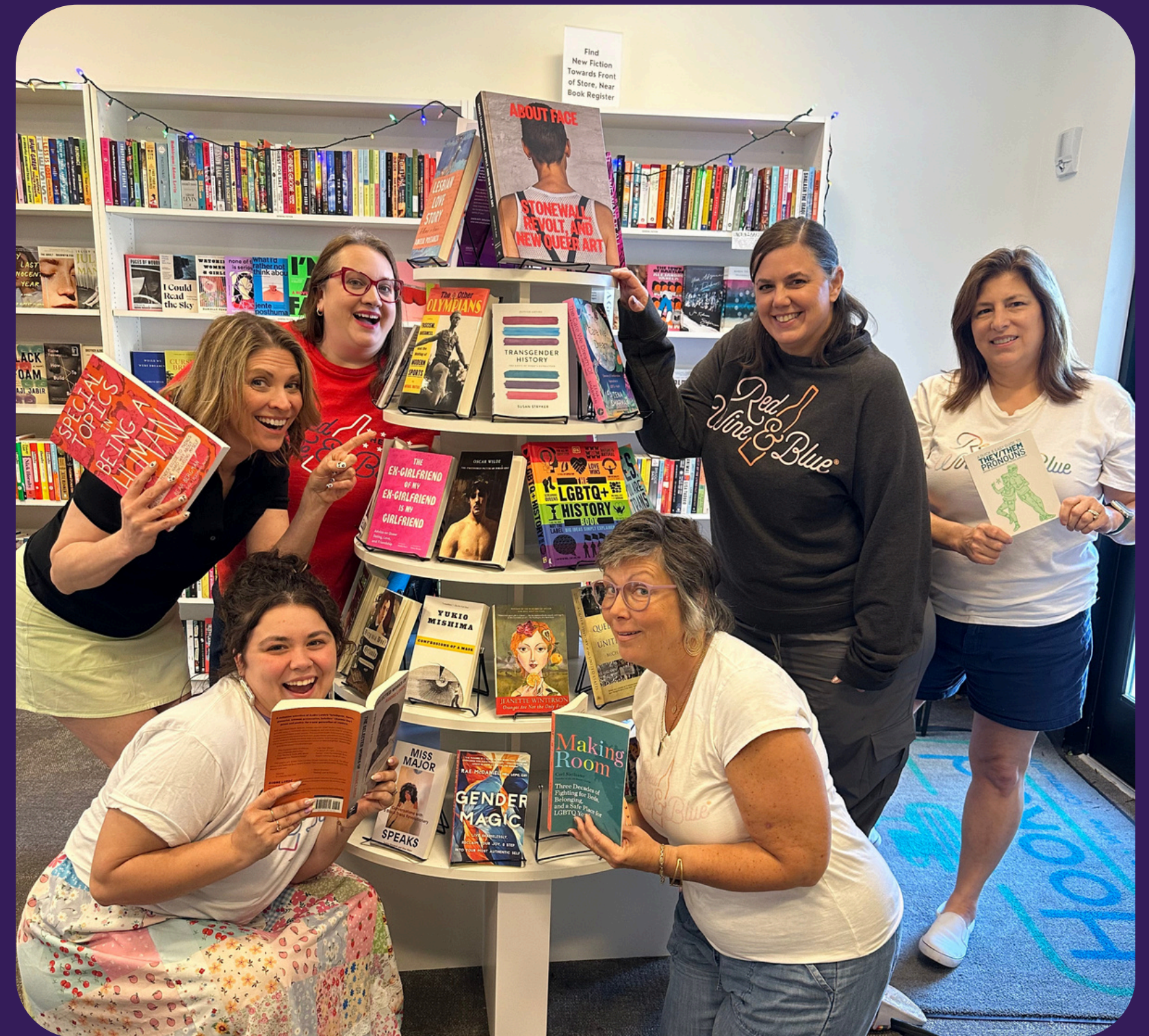
Which sources do Americans **trust** for accurate information about elections?

How much do you trust the following to report accurate information about elections? (% of U.S. adult citizens)



Red
Wine & Blue

RALLY YOUR SQUAD



**TEXT RALLY TO
59868**



JOIN YOUR CAMPAIGN & CREATE AN ACCOUNT

SIGN IN OR SIGN UP

[← Back](#)

RALLY

Sign up

We will send a link to your email to create your Rally account

Continue

or

 Sign up with Google

 Sign up with Yahoo

Sign in w/
Google,
Yahoo or
get a Magic
Link

JOIN CAMPAIGN

RALLY |



Michigan - Rally Your
Squad

About

It is time to Rally Your Squad! Together we can defeat extremism and elect candidates who share our values. You have the power to influence family and friends -- so let's go!

Cancel

Join Campaign

Join Your
State
Campagin



SET UP YOUR PROFILE

RALLY

Michigan - Rally Y...

▼

▼



Welcome

Legal First Name

Legal Last Name

☐ I go by a different name

Street Address

City

State

Zip

RALLY

Ohio - Rally Your S...

▼

J

▼

[← Back](#)

Match yourself to the voter file

We've searched for you in the official file of registered voters. Select the best match.

☐ WOMACK, JULIE

✓

Age

56

City

MASON, OH 45040

Party

DEM

Street

ROBERTS PARK

☐ WOMACK, JULIE

✓

Age

42

City

100+ MILES FROM MASON
N RIDGEVILLE, OH 44039

It's okay if you can't find a match! Select "none of these" at the bottom and you can find the match later


ADD YOUR CONTACTS!

Add the names of the people you will contact about voting and elections.

If you use the brainstorm function, be sure and add your list!

Make sure you match everyone to the voter file! If not match, click “None of these.”

Answer the Key Question - we can direct actions based upon your friend's status!

RALLY | Ohio - Rally Your S... 

[← Back](#)

Add a Contact

Legal First Name


Last Name

☐ They go by a different name

City State

Age range
☐ 13-17 ☐ 18-29 ☐ 30-39 ☐ 40-49 ☐ 50-59
☐ 60-69 ☐ 70-79 ☐ 80 or older



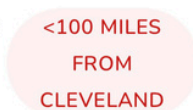
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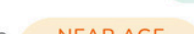
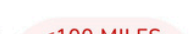
RALLY | Ohio - Rally Your S... 


[← Back](#)

Match Hudson to the voter file

We've searched for **Hudson Smith** from **Cleveland, OH** in the official file of registered voters. Select the best match.

☐ SMITH, HUDSON 
Age  32 City  **<100 MILES FROM CLEVELAND**
WALBRIDGE, OH 43465
Party UNK Street BROADWAY

☐ SMITH, HUDSON 
Age  **NEAR AGE** City  **<100 MILES**

RALLY | Ohio - Rally Your S... 

[← Back](#)

Key Question

You know your people best. Tell us about them so we can tee up the best move for you to make next!

It's okay if you aren't sure — this is just a starting point so we can give you ideas for what to do next. You'll be able to update this answer later.

☐ They are ready to step up and volunteer!

☐ They will vote our way and they will definitely vote in the next election

☐ They will vote our way in the next election...but need to make sure they turnout

[Cancel](#)

[Save](#)

REACH OUT TO YOUR FRIENDS

- The Tasks tab shows you the actions available in your state's campaign to share with your contact
- Click a Talk to Your Contacts and then pick a friend to find an action to take or info to share
- Click the action for details and links to share; report back "I did it" once you complete it.
- **Reporting back is VERY important** - support RWB and help us show the impact that we are having together on the election!

The image displays two screenshots of the 'RALLY' app interface, showing the process of reaching out to friends for a campaign task.

Left Screenshot: The top bar shows 'RALLY' and 'Ohio - Rally Your S...'. Below the bar, the main content area is titled 'ASK YOUR FRIEND: Which issue is most important to them'. It includes a speech bubble icon and the text 'Talk to the people in your Rally network.' A progress bar indicates 'You've talked to 1 out of 6 contacts for this action.' A blue button labeled 'Talk to Your Contacts' is at the bottom right. Below this, a section titled 'Build your squad by entering at least 12 contacts and matching them to the voter file' is visible.

Right Screenshot: The top bar is identical. Below the bar, there is a 'Back' button. The main content area is titled 'Rally Your Contact' and shows a profile for 'Mark Johnson'. It includes the text 'ELECTION: Talk to your friend about the election and issues that matter to them' and a hint: 'Find out the *most concerning issue* to your friend. Hint: This is the issue that will drive them to vote and take other action! Click "I did it" if you have had a conversation, whether that's been via text, phone, or in person.' A radio button labeled 'I did it!' is selected. A large blue 'Submit' button is at the bottom.