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## **WINNING THE WHITE HOUSE WITH VICE PRESIDENT KAMALA HARRIS**

At EMILYs List, we are proud to support Vice President Harris, who has been a steadfast advocate for reproductive rights throughout her entire career. Vice President Harris has led the Democratic response since the fall of *Roe v. Wade* and it is having an impact with voters. Our opinion research shows that when voters hear more about the Vice President's efforts to restore abortion access, they are both more likely and more motivated to vote for the Biden-Harris ticket. Contrary to what some pundits would have you believe, and despite persistent disinformation targeting her, our data show that **Vice President Harris has a meaningful impact on the voters we will need to win this election.**

The week ahead during the Republican National Convention is a critical moment in this campaign as Donald Trump and Republicans are coming after Vice President Harris. The Vice President has long been a target of sexist and racist attacks because Republicans know she is a powerful driver of support for the ticket. EMILYs List has her back and it is imperative that we demonstrate strong support for her leadership in the days and weeks ahead. **Given the dramatic increase in attacks on the Vice President, our goal is to quickly raise an initial \$10 million to launch a significant and strategic campaign.**

According to EMILYs List's recent polling in the battlegrounds of Arizona, Michigan, Nevada, Pennsylvania, and Wisconsin, abortion is one of the only issues on which Democrats have a decisive advantage over Republicans. Our polling shows that a robust conversation about abortion moves the vote on the presidential race and our data show that **Vice President Harris is the best messenger on abortion** as an electoral issue. Her ability to authentically talk about the importance of restoring abortion access in contrast with Trump is Democrats' most powerful approach to the issue for battleground voters. When tested, Harris' message on abortion is the best approach by 20 or more points for the Democratic base, low propensity voters, voters of color, and voters under 45.

**To help Democrats win the White House, EMILYs List is bringing its full suite of tools to bear to reelect Biden-Harris.** Our support for Vice President Harris is critical, not just because she is the highest ranking woman ever elected in this country, but because she is key to keeping Donald Trump out of the White House. We are communicating about the Vice President's work, particularly on abortion, to drive key cohorts to the polls and lift Democrats running up and down the ballot.

As the independent expenditure arm of EMILYs List, **Women Vote is the only independent program in the country focused on Vice President Kamala Harris.** We invested nearly \$10 million on the presidential election in 2020, introducing Kamala Harris in a digital-first program to young women in battleground states, helping mitigate a lack of enthusiasm among Democrats. Winning up and down the ticket in November will require investment now to educate voters about the stakes of this election, including the very real threat of a national abortion ban.

We know how to do this work. **EMILYs List and Women Vote continue to drive the conversation about abortion rights,** conducting in-depth battleground state research and working closely with allies to ensure that voters are motivated to go to the polls to elect pro-choice candidates. This effort is built on the successful work EMILYs List did behind the scenes in 2022 to make the midterm environment about abortion. Last cycle, we briefed and advised the Biden-Harris team, candidates, campaign committees, ad makers, and partner organizations on how Democrats could win on abortion. We shared message guidance with partners and allies and convinced reporters to cover the issue. Thanks

to our experience and investment, abortion was the top issue, driving turnout for Democratic voters and helping us persuade and win a majority of Independent voters, stopping the anticipated red wave in its tracks.

Our work ahead and the path to victory is clear. President Joe Biden and Vice President Kamala Harris won the White House with a diverse cohort of voters, driven by young voters, voters of color, and women. Democrats were able to stop the red wave in 2022 with an impressive showing among millennials and Gen Z voters, turning out voters of color and persuading women voters. **Your investment today will enable us to provide a powerful show of support for the Vice President against Republican attacks in this critical moment.**

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