



IMPACT REPORT

2025



CONTENTS

Introduction	5
2024 Elections	6
State Spotlights	7
Key Findings & Lessons	12
2025 Elections	14
City Spotlight	15
Key Findings	16
Moving Forward to 2026	17
Invest in Our Future	19

ABOUT US

Protecting Our Vote (POV) is a Super PAC dedicated to empowering African Americans to actively participate in the political process and advance the promise of America.

POV works to organize and mobilize voters, supports candidates who share these values, and leverages research, digital outreach, and fundraising to strengthen voter engagement and impact electoral outcomes.

Protecting Our Future is a 501(c)(4) nonprofit organization committed to ensuring that African Americans use their powerful voices in the political process to build a better America.

The organization focuses on voter outreach, education, and sustained civic engagement.



POV has won multiple Reed Awards – the most prestigious honor for political campaigns – for their independent expenditure direct mail campaigns in support of candidates.



INTRODUCTION

Every election cycle teaches us important lessons - if we are willing to heed them.

Even though Democrats lost the 2024 election, seeing Donald Trump return to the White House and Republicans seize control of a unified Congress, Protecting our Vote/Protecting our Future achieved important wins by focusing its energies where they were most impactful. More importantly, the 2024 and 2025 races taught us key lessons that will drive success in 2026 and beyond.

After nearly two years of chaos and cruelty under the second Trump administration, the American people are ready for a change.

But change doesn't happen automatically. It takes organization, passion and strategy. Most of all, it requires a careful analysis of where Democrats fell short in 2024 and how we overcome those setbacks. We know the other side is doing everything it can to keep power. We need to be ready.

Our mission is simple: honor the courage and sacrifice of those who fought for the right to vote by supporting candidates that protect our fundamental voting rights.

We work to make sure African Americans are engaged and mobilized to use their voices in the political process to further the promise of America. When African Americans come out to the polls, America wins.

At a time when basic voting rights are threatened like never before, POV/POF fights to ensure that every American can participate in democracy.

By heeding the lessons of 2024 and 2025, POV/POF is making sure that every voice is heard – and every vote counted – in this critical midterm election.

2024 ELECTIONS

POV's work in key states highlighted shifting coalitions and increasing voter elasticity.

POV engaged with voters in several key battleground states in 2024, investing in critical House and Senate races where targeted and strategic expenditures helped drive turnout for top Democratic candidates.

In addition, working with its partners, POF helped fund the Seven-State Battleground Tour leading up to the 2024 election. Led by award-winning media host and democracy advocate Areva Martin, the tour fused democracy-focused messaging, community-specific activism and cultural inspiration to mobilize voters.

POV/POF's investments helped Democratic candidates win in a challenging electoral environment. This engagement also showed how different states demonstrated unique patterns of turnout, persuasion, and ticket-splitting that will shape strategic investment decisions for the 2026 and 2028 cycles.

Together, these insights present donors with a roadmap for high-ROI investments centered on turnout maximization, persuasion in key suburban and exurban regions, and early definition of both Democratic candidates and their Republican challengers.

Bringing together national leaders and local elected officials in the runup to Election Day, the Seven-State Battleground Tour led by Areva Martin demonstrated the power of live events, real-time digital streaming, and a message centered on democracy to move voters to the polls in key states.

2024 STATE SPOTLIGHT: NORTH CAROLINA

Donald Trump carried North Carolina by approximately 3 points, confirming North Carolina as a lean-Republican, volatile battleground state. Persistent ticket-splitting patterns continue to shape statewide outcomes.

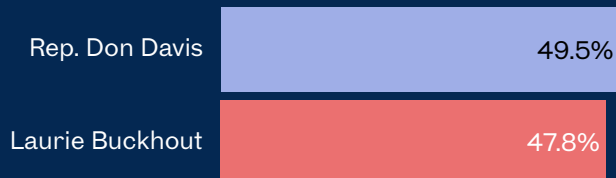
NASH COUNTY

Nash County outperformed the statewide Democratic margin, with Trump winning by only 1.8 points; it remains a true swing jurisdiction whose behavior is predictive of both statewide and congressional results.

Democratic competitiveness here depends on black turnout in Rocky Mount, persuasion among white exurban voters, and continued in-migration from the Triangle.

DISTRICT CLOSEUP: NC-1

Rated R+1, it is one of the nation's most competitive Democratic-held seats, and one of the few districts nationally to vote for Trump for President while re-electing a Democrat for Congress.



KEY INSIGHTS →

NC-1 is a frontline priority requiring sustained resource commitment. Rep. Davis's coalition relies on high turnout in the rural Black Belt and competitive showings in Nash and Wilson. Republicans see NC-1 as a top-tier flip opportunity in 2026.

Primary Protecting Our Vote PAC opportunities include multilingual persuasion, union-driven turnout operations, and anti-MAGA suburban messaging.

2024 STATE SPOTLIGHT: GEORGIA

Trump carried Georgia by just over 2 points. The Peachtree State remains a razor-thin battleground driven by contrasting metro/suburban and rural voting blocs.

DISTRICT CLOSEUP: GA-12

Anchored in southwest Georgia's Black Belt, GA-12 has a ~50% Black population. It has long been represented by Rep. Sanford Bishop.



KEY INSIGHTS →

GA-12 is a cornerstone of statewide Democratic turnout: secure under Rep. Bishop, but vulnerable upon his retirement.

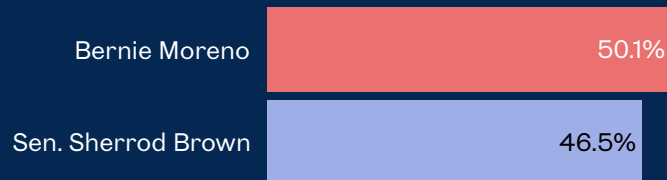
Protecting Our Vote PAC investments should focus on:

- Sustained Black turnout infrastructure
- Early candidate scouting for post-Bishop cycles.

2024 STATE SPOTLIGHT: OHIO

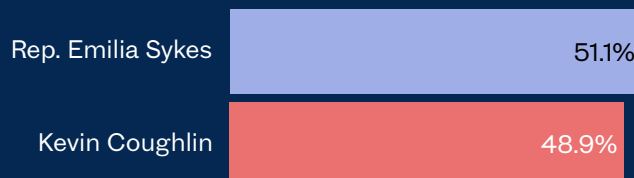
Ohio continued its rightward drift at the top of the ticket in 2024, creating a structurally difficult environment for any Democrat running statewide but with opportunities in swing districts.

SENATE



The black vote remained strongly Democratic, but its statewide share and/or turnout intensity in key metros was not sufficient to offset Sen. Brown's performance in population-dense metros and Ohio's broader rightward tilt.

DISTRICT CLOSEUP: OH-13



Although Black turnout can produce outsized impact in safely Democratic, Black-influence districts like OH-3 (Rep. Joyce Beatty won with 70.7%) and OH-11 (Rep. Shontel Brown won with 78.3%), Rep. Sykes' win in an R+1 district suggests that the Democratic coalition can still hold marginal seats when base turnout is adequate and persuasion holds in the suburban/union-adjacent middle.

KEY INSIGHTS →

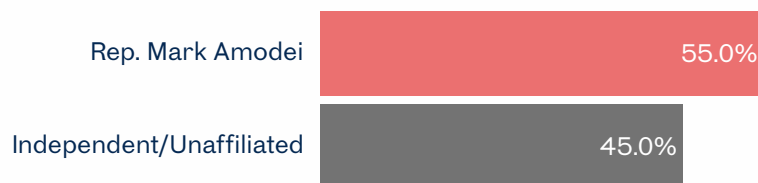
Protecting Our Vote PAC should treat Ohio statewide as a high-cost environment where wins require exceptional conditions. Districts like OH-13 should be seen as repeat battlegrounds that merit sustained messaging, early definition of GOP challengers, and consistent base mobilization.

2024 STATE SPOTLIGHT: NEVADA

Nevada offered the clearest evidence of split-ticket voting in 2024 — Trump carried the state, while Sen. Jacky Rosen won re-election. Rosen outperformed Harris by roughly 4–5 points, demonstrating continued Democratic strength in federal races.

DISTRICT CLOSEUP: NV-2

Covers Reno, Carson City, and northern rural Nevada. Rated R+7, it consistently provides the GOP's largest raw vote margins.



NV-2 is the GOP's statewide margin generator. Democratic strategy is margin suppression, not flipping. Key persuasion regions include Reno and Carson suburbs.

DISTRICT CLOSEUP: NV-4

Contains North Las Vegas, suburban Clark County, and rural extensions. It is demographically diverse and structurally Democratic.



KEY INSIGHTS →

Rep. Horsford consistently outperforms the Democratic presidential margin, demonstrating the durability of the NV-4 coalition. Because NV-4 offsets Republican gains in NV-2, it is a must-protect seat for the Democratic House majority. Primary Protecting Our Vote PAC opportunities include multilingual persuasion, union-driven turnout operations, and anti-MAGA suburban messaging.

2024 STATE SPOTLIGHT: MARYLAND

Kamala Harris carried Maryland by more than 28 points. But Maryland proved that deep-blue states are not immune to down-ballot slippage, especially when Republicans nominate a popular, non-MAGA candidate with crossover appeal.

SENATE

Angela Alsobrooks

54.6%

Larry Hogan

42.8%

BALTIMORE CITY

72.5

61.7

Harris margin of victory

Alsobrooks margin of victory

Hogan's bipartisan brand overcame partisan ID.

BALTIMORE COUNTY

24.3

5.9

Harris margin of victory

Alsobrooks margin of victory

Suburban ticket-splitting among independents and moderate GOP voters and Hogan's strong brand identity reduced Alsobrooks' margin.

TALBOT COUNTY

>1

20.3

Trump margin of victory

Hogan margin of victory

Strong anti-Trump vote benefitted Harris, but Hogan re-assembled traditional GOP margins down-ballot.

2024: KEY FINDINGS

It may be tempting to look away from the 2024 election. But despite the results, the cycle provided valuable insights and data that will fuel Democratic gains moving forward.

CANDIDATE QUALITY STILL MATTERS

Davis (NC-1), Bishop (GA-2), Horsford (NV-4), and Hogan (MD Senate) prove that personal brands can move 10–20 points.

TURNOUT ENGINES ARE DETERMINATIVE

These regions must be maximized, not merely “maintained”:

- Black Belt counties (NC & GA)
- Clark County (NV)
- Baltimore City (MD)

HIGH-VALUE PERSUASION ZONES

These are the most cost-efficient geographies for Super PAC persuasion:

- Nash County (NC)
- Baltimore County (MD)
- Reno/Carson suburbs (NV-2)
- North Las Vegas / suburban Clark (NV-4)

DOWN-BALLOT WEAKNESS MUST BE PRE-EMPTED

Maryland demonstrates that Democrats can win decisively at the presidential level yet struggle down-ballot without early definition and contrast messaging.

Protecting Our Vote PAC should never assume safe seats or guaranteed margins.

2024: KEY LESSONS

The 2024 campaign offers us invaluable lessons that will serve Democratic campaigns well in the future - if we are willing to heed them.

- ➔ Turnout, persuasion, and candidate definition remain decisive.
- ➔ Ticket-splitting is alive, especially in high-education suburbs.
- ➔ Democratic margins are not automatically transferrable from the top of the ticket.
- ➔ Strategic, early Protecting Our Vote PAC investment can materially alter outcomes.



2025 ELECTIONS

Democrats saw a wave of gains in off-year elections across states such as Virginia, New Jersey, Pennsylvania, Colorado, Georgia, and Mississippi.

These wins, many of them flips in historically conservative swing regions, underscore a significant shift driven by dissatisfaction with a prolonged government shutdown, inflationary pressures, and voter preference for stability and real-world solutions over culture war and grievance politics.

Margins in key races suggest that Democrats are outperforming their 2024 baselines in regions heavily affected by federal disruption and cost-of-living concerns.

These trends have tilted the landscape in the Democrats' favor. But the GOP's unprecedented mid-cycle redistricting, culminating in the Supreme Court's gutting of Section 2 of the Voting Rights Act (VRA) in *Louisiana v. Callais* and the Virginia Supreme Court overturning the voting referendum, show that Democrats cannot become complacent about November. We must redouble voter registration and GOTV efforts.

KEY INSIGHTS → Abigail Spanberger and Mikie Sherrill outperformed Kamala Harris by significant margins.

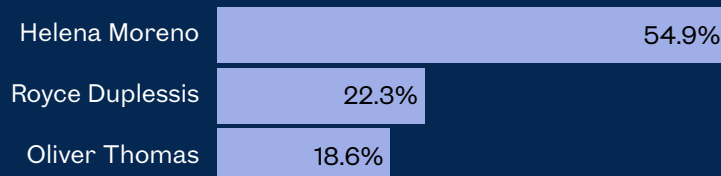
Sherrill's margins among minority voters in New Jersey (Black ~90%, Latino ~66%) appear stronger than Harris's national numbers in 2024.

Sherill also outperformed Harris 2024 in several suburban and swing districts, strengthening Democratic prospects in future House races.

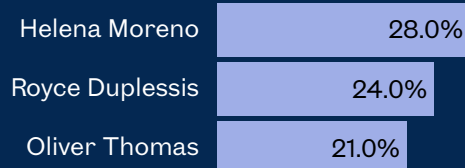
2025 CITY SPOTLIGHT: NEW ORLEANS

The 2025 New Orleans mayoral election illustrates a pivotal shift in urban electoral dynamics: plurality support within the Black electorate, combined with dominant crossover appeal, can ensure victory. Moreno's win offers a case study in how fragmentation in a core voting bloc can shape outcomes as decisively as turnout itself.

FINAL RESULTS



BLACK LIKELY VOTERS



Moreno's lead within this bloc was meaningful but shallow, well below a majority. This fragmentation is notable in a city where prior mayoral winners often entered office with far more unified Black support.

KEY INSIGHTS →

- Moreno's winning path can be summarized in four steps:
- Overwhelming dominance among white habitual voters
 - Plurality-level support among Black voters sufficient to prevent a challenger surge
 - Exploitation of a fragmented field, particularly within the Black electorate
 - Clearing 50% outright, avoiding the uncertainty of a runoff

Moreno's Black voter share is among the lowest for a first-round New Orleans mayoral winner in the modern era, underscoring how decisive coalition structure and fragmentation were in shaping the outcome.

2025: KEY FINDINGS

AFFORDABILITY Inflation remains a top concern for voters (with over half citing it as their top issue in Virginia exit polls). Prices have surged over the past year, with the war in Iran driving gas prices painfully high. People on fixed incomes are facing difficult choices just to cover basic necessities, and the soaring costs threaten to break family budgets.

COMPETENCE AND STABILITY Candidates like now-Governors Spanberger and Sherrill framed their races around “cost-of-living” and “government stability,” outpacing GOP messaging on culture wars, false crime statistics and immigration.

Pragmatic Democrats proved capable of outperforming 2024 top-ticket results when they emphasized competence, economic stability, and bipartisan appeal — a clear roadmap for 2026.

“GAVIN’S GAMBIT” With Prop 50’s passage, California voters gave the state authority to revisit its congressional map mid-decade, likely netting Democrats upwards of five seats in 2026. Virginia has already followed suit, with voters approving its own changes projected to yield Democrats four additional seats. Prop 50 shows that fighting fire with fire works.



MOVING FORWARD TO 2026

The 2025 election shows that a national House majority is within reach: with widespread rejection of the MAGA agenda and suburban shifts in key battleground states, Democrats are positioned to regain the House. But with Republicans doing everything they can to cling to power, Democrats need a clear strategy and winning messages.

FOCUS ON AFFORDABILITY AND KITCHEN-TABLE ISSUES

Campaigns should mimic Spanberger and Sherrill in prioritizing kitchen-table issues such as the economy, household affordability, and federal competency, highlighting Republican's failures and broken promises on gas prices, foreign wars and health care.

COUNTER GOP MESSAGING EARLY AND OFTEN

Growing splits in MAGA world and poor polling may cause House GOP members to try to distance themselves from Trump – it's our job to remind voters who they are.

HIGHLIGHT UNPOPULAR SPECIFICS TO MOTIVATE

Trump-era policies — like detaining U.S. citizens and lawful residents, imposing tax hikes on consumers via tariffs, and starting new forever wars in the Middle East — are widely unpopular, particularly among Democrats and Independents.

PREPARE FOR REDISTRICTING BATTLES AND VOTER SUPPRESSION

Democrats need a strong voter protection operation in 2026, focused on monitoring, rapid-response litigation, and ensuring access to the ballot across all jurisdictions. While redistricting remains a factor, barriers to participation pose the more immediate risk to electoral outcomes.



INVEST IN OUR FUTURE

The stakes have never been higher. Support the work of POV/POF to protect the right to vote.

We are already seeing efforts by Donald Trump's GOP to disenfranchise voters. MAGA leaders are pushing "Jim Crow 2.0" legislation like the SAVE Act, and with control of the House and Senate on the line, these efforts will only intensify.

POV/POF are in the arena—not just supporting candidates who share our values, but fighting to protect the right to vote and defending access to the ballot in every community.

Please give what you can to help protect our democracy.

Protecting Our Vote SuperPAC

To donate online:

<https://secure.actblue.com/donate/protecting-our-vote-pac-1>

Protecting Our Vote Federal PAC

To donate online:

<https://secure.actblue.com/donate/protecting-our-vote-federal-pac-1>

Protecting Our Future

To donate by mail:

Protecting Our Future
1750 Pennsylvania Avenue, NW
Box 28173
Washington, DC 20038

Protecting Our Vote PAC can accept unlimited contributions from individuals and corporations and make independent expenditures supporting or opposing candidates, though it will not coordinate with the candidate or campaign.

Protecting Our Vote Federal PAC can accept donations from Federal PACs, individuals, LLCs, and LLPs (up to \$5,000 per donor). Funds from POV Federal PAC can donate directly to candidates or transfer funds to the Super PAC.

Protecting Our Future is a 501c4 and can also receive unlimited donations, which are not tax-deductible and generally not disclosed. Funds cannot be earmarked for political purposes.



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