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A PATH TO VICTORY IN 2018 | THE POWER OF THE EQUALITY VOTER





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Despite the immense challenges of 2016, the cycle also demonstrated the power of LGBTQ voters and allies. In North Carolina and elsewhere across the nation, equality voters stood up in larger numbers more than ever before. This fall, we saw a wave of pro-equality and openly LGBTQ candidates elected with the help of this bloc in states across the country — from Virginia to Alabama. Now, we turn our attention to 2018.

Analysis of the 2016 presidential electorate has largely focused on groups of people that failed to turn out to the polls in high numbers. One demographic group, however, turned out in unprecedented fashion—and actually voted for Hillary Clinton¹ at a higher rate than they did for Barack Obama four years earlier²: LGBTQ Americans. Not only that, on a night that held few victories for progressives, LGBTQ voters and allies succeeded in defeating North Carolina's former Republican Governor Pat McCrory, even as Donald Trump carried the state by nearly 4 points³.

Historically, a lack of data has obscured the power and potential of the LGBTQ voting bloc. Now, as we head into another crucial election year, it is clear that LGBTQ voters — and their allies — are one of the most reliable, highly-engaged, and sizeable voting blocs in the United States.

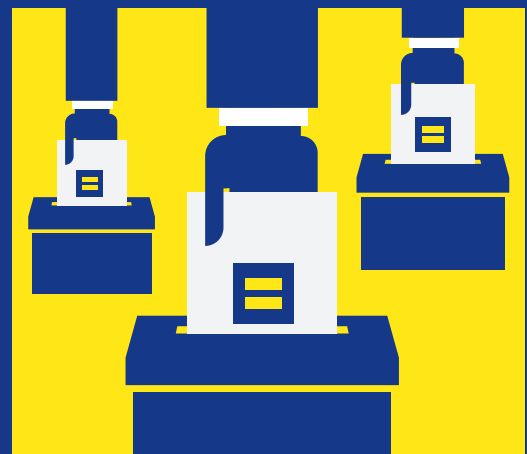
Of the estimated 10 million⁴ LGBTQ eligible voters in the United States, approximately 7 million voted in the 2016 election, according to national exit polling data. This means that LGBTQ voters represented a sizeable 5 percent of the total electorate and turned out at a high rate of roughly 70 percent—compared with 61.4 percent⁵ of the general electorate. We also know that these figures will continue to grow as more and more Americans are empowered to live openly. Recent data show that today, fully 20 percent⁶ of millennials now identify as LGBTQ, a leading indicator of how this voting bloc will wield increasing influence in future elections.

At the same time, a growing number of allies — family, friends, and colleagues of LGBTQ people — are putting equality issues at the center of their electoral decision-making and activism. Over the last decade, public support for key issues like marriage equality and nondiscrimination

SPOTLIGHT

HRC'S EQUALITY VOTE MODEL

In 2016, HRC recognized the growing share of Equality Voters — LGBTQ voters and strong allies — who are motivated to vote on key equality issues. HRC partnered with the data and analytics firm Catalist to create an **Equality Voter Model**, built on decades of voter and polling data, to assess the degree to which a person is likely to support pro-LGBTQ policies such as marriage equality, adoption by LGBTQ parents, and laws that would prohibit discrimination on the basis of sexual orientation or gender identity. During the 2016 election, HRC and Catalist honed and refined the model, and in 2018 and beyond, HRC will use it to direct outreach to millions of pro-equality voters in crucial battleground states, moving them to action in support of its legislative and issue agenda as well as its endorsed candidates.

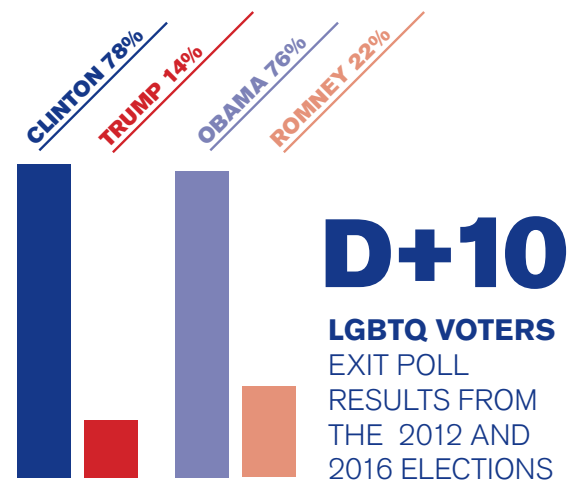
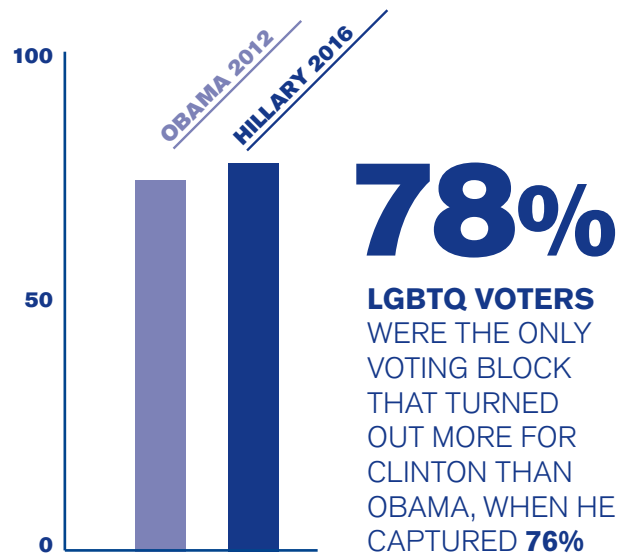




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protections have gained ground alongside a rising share of Americans who have an LGBTQ person in their lives. These “Equality Voters” have added strength to the political and electoral power of the LGBTQ movement. For example, in North Carolina, fully 57 percent⁷ of those who voted against former Governor Pat McCrory cited his notoriously anti-LGBTQ HB2 law as the primary reason for their vote. And nationally, 59 percent of voters⁸ say they are less likely to vote for a candidate who opposes nondiscrimination protections for LGBTQ people.

As the largest LGBTQ civil rights advocacy organization in the U.S., representing more than 3 million members, the Human Rights Campaign is looking closely at this critical cohort of the American electorate with historic investments in field organizing across key states, learning what it can from all available data, and charting a path to victory in 2018 and 2020. The following report details how HRC is mobilizing the LGBTQ vote — and broader “Equality Vote” — to resist the current administration’s attacks and continue building electoral and political power and help win elections for pro-equality candidates in 2018 and beyond.



PUBLIC SUPPORT AMONG AMERICANS CONTINUES TO GROW...



9 OUT OF **10**

AMERICANS
KNOW AN
**LGBTQ
PERSON**¹⁰





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LGBTQ POLITICAL POWER: THE NORTH CAROLINA CASE STUDY A WATERSHED VICTORY FOR THE LGBTQ MOVEMENT

In March of 2016, the North Carolina legislature and former Republican Governor Pat McCrory passed and signed into law a draconian anti-LGBTQ law known as HB2. The law eliminated existing local protections for LGBTQ people, prevented future protections from being passed by city governments, and required transgender people to use the bathroom inconsistent with their gender identity in all government buildings including public schools, stadiums and convention centers. It remains one of the most sweeping anti-LGBTQ laws ever passed in the United States.

THE HUMAN RIGHTS CAMPAIGN IS
“MORE POWERFUL
THAN THE NRA.”

— Pat McCrory on Sunday, April 17th, 2016 in an
interview on *Meet The Press* with Chuck Todd



In response to this law, former Governor McCrory faced tremendous opposition from civil rights organizations like HRC, Equality NC, the NAACP, and NCTE, as well as public officials, artists, and businesses alike. Instead of rethinking the law, McCrory doubled down and refused to repeal HB2, resulting in a sustained backlash that ultimately led to his defeat.

HRC and Equality North Carolina organized more than 200 CEOs and leaders of prominent companies like Airbnb, Apple, Coca-Cola, YouTube, Uber, Visa, Starbucks, eBay, Facebook, PayPal and Adidas to vocally oppose the law. They wrote at the time:

“Discrimination is wrong, and we believe it has no place in North Carolina or anywhere in our country. As companies that pride ourselves on being inclusive and welcoming to all, we strongly urge you and the leadership of North Carolina’s legislature to repeal this law in the upcoming legislative session.”

Several companies went as far as to move vital business and jobs out of the state in order to protect their LGBTQ employees, while dozens of conferences and events moved elsewhere. Artists including Pearl Jam, Demi Lovato, Nick Jonas, and Bruce Springsteen also refused to perform while the law was in place. And major sports leagues, like the NBA, NCAA, and ACC all relocated their events, which were set to take place in North Carolina.

“HB2—known officially as the Public Facilities Privacy and Security Act — dictates which bathrooms transgender people are permitted to use. Just as important, the law also attacks the rights of LGBT citizens to sue when their human rights are violated in the workplace. No other group of North Carolinians faces such a burden. To my mind, it’s an attempt by people who cannot stand the progress our country has made in recognizing the human rights of all of our citizens to overturn that progress...Some things are more important than a rock show and this fight against prejudice and bigotry — which is happening as I write — is one of them.” — Bruce Springsteen

“Discrimination of any kind is not welcome in sports, and is not acceptable in any part of our society.” — Jason Collins, NBA player



Beyond the human cost of HB2, the law did tremendous damage to the state's economy. In all, Pat McCrory's anti-LGBTQ HB2 law is estimated to have costed North Carolina as much as \$886.4 million¹¹ — not to mention the black eye it gave the state's reputation.

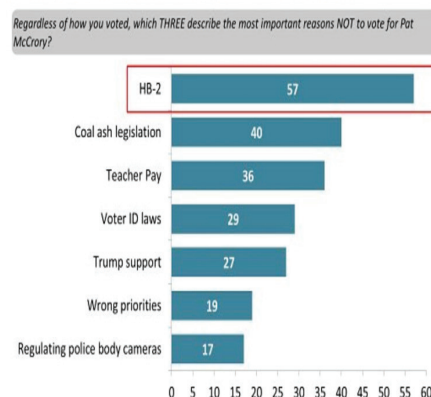


As Pat McCrory dug in his heels, HRC and Equality NC organized to defeat him at the ballot box. Over the course of 8 months, HRC and Equality NC deployed hundreds of grassroots volunteers to mobilize more than a quarter million LGBTQ voters—and a broader swath of Equality Voters — across North Carolina. On Election Day, as Trump carried the state by nearly 4 points, North Carolina voters chose to oust Pat McCrory in favor of Roy Cooper, the state's Attorney General, who had campaigned against HB2.

When the dust from the 2016 elections settled, McCrory was the only incumbent governor of either party to lose re-election — and the only incumbent governor to lose re-election in North Carolina's history. Polling conducted by Greenberg Quinlan Rosner Research on behalf of HRC in the aftermath of the 2016 election found that McCrory's defeat was a direct byproduct of HB2. Fully 57 percent of North Carolinians who voted in 2016 said the law was the main determinant of their vote.

Ultimately, the defeat of former Governor Pat McCrory was a watershed moment in political history. HB2, which was originally conceived to shore up McCrory's re-election bid, backfired as HRC and Equality NC effectively mobilized powerful coalition partners, allies and thousands of North Carolina voters against an attack on the LGBTQ community.

■ Figure 1: Most Important Reason Not to Support Pat McCrory



#TurnOUT 2016



Through HRC's #TurnOUT 2016 campaign, HRC mobilized its grassroots army of 3 million members, used innovative tools and technology to reach new pro-equality voters, and recruited volunteer leaders who committed thousands of hours to GOTV efforts across every state in the nation.

In the 2016 presidential election, HRC hit the ground running earlier than ever before, announcing its endorsement of Hillary Clinton in Des

Moines prior to Iowa's first-in-the-nation caucuses. Clinton had made LGBTQ equality a pillar of her campaign from the outset, vowing to make the federal Equality Act a top priority, fighting for transgender equality, and pledging to help end to hate violence and HIV & AIDS. Despite the outcome of the race, the LGBTQ voting bloc's turnout and support was a bright spot; LGBTQ voters were the only demographic group to increase support for Hillary Clinton over Barack Obama four

years earlier — up to 78 percent from 76 percent.¹²

The Human Rights Campaign also backed and organized behind a slate of other pro-equality candidates, including three women who won major Senate races: Maggie Hassan, Catherine Cortez Masto, and Kamala Harris. In North Carolina, HRC and Equality North Carolina notched the historic defeat of incumbent Governor Pat McCrory after mobilizing voters against his draconian HB2 law (see p. 4).



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BUILDING MOMENTUM FOR THE EQUALITY ACT

Today, LGBTQ people remain at risk of being fired, evicted or denied services in 31 states — and more than two-thirds of LGBTQ¹³ people report experiencing such discrimination in their lives. The lack of comprehensive federal protections for LGBTQ people has resulted in a patchwork of laws that leaves millions of LGBTQ people vulnerable. If an LGBTQ couple drove across the country from Maine to California, their rights and protections under the law could change more than 20 times at every state border and city line.



For these reasons, passing the Equality Act is the Human Rights Campaign's single greatest federal legislative priority. First introduced in 2015, the Equality Act would finally end the current patchwork of protections and guarantee full federal equality by adding LGBTQ people to existing federal civil rights laws. The bill would explicitly prohibit discrimination across the board — from employment, housing, credit, and education, to public spaces and services, federally funded programs, and jury duty.

For candidates and elected officials, the Equality Act is a no-brainer. The legislation is not only a crucial issue for LGBTQ voters, but the nonpartisan Public Religion Research Institute found that public support for legislation such as the Equality Act tops 70 percent — including majorities of Democrats, Republicans, and Independents¹⁴. The Equality Act has also earned the support of bipartisan elected officials and more than 100 corporate endorsements. In fact, when the Equality Act was reintroduced in May 2017, the legislation had more original co-sponsors than any other piece of LGBTQ legislation in history. As of October 2017, a total of 242 members of Congress had signed on as co-sponsors of the bill — as well as more than 105 corporations endorsing passage of the legislation.

EQUALITY IS GOOD FOR BUSINESS

ABBOTT LABORATORIES INC. • ACCENTURE • ADOBE SYSTEMS INC. • ADVANCED MICRO DEVICES INC. • AIRBNB INC. • ALCOA INC. • AMAZON.COM INC. • AMERICAN AIRLINES • AMERICAN EAGLE OUTFITTERS • AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL • APPLE INC. • ARCONIC • ARCADIA RETAIL GROUP INC. • AUTOMATIC DATA PROCESSING INC. • BAIN & CO. INC. • BANK OF AMERICA • BEST BUY CO. INC. • BIOGEN • BOEHRINGER INGELHEIM USA CORP. • BOZZ ALLEN HAMMOND INC. • BOSTON SCIENTIFIC CORP. • BRIDGEMORE FINANCIAL SOLUTIONS INC. • BROWN-FORMAN CORP. • CA TECHNOLOGIES INC. • CAESARS ENTERTAINMENT CORP. • CAPITAL ONE FINANCIAL CORP. • CARDINAL HEALTH INC. • CARROLL INC. • CHEVRON CORP. • CHURCH & DWIGHT INTERNATIONAL INC. • CISCO SYSTEMS INC. • THE COCA-COLA CO. • CORNING INC. • COX ENTERPRISES • CVS HEALTH CORP. • DARDER RESTAURANTS INC. • DELTAIR AMERICA INC. • DEXTER NORTH AMERICA • THE DOW CHEMICAL CO. • DROPSBOX INC. • E.I. DUPONT DE NEMOURS AND CO. • EMMY • EMC CORP. • FACEBOOK INC. • SAP INC. • GENERAL ELECTRIC CO. • GENERAL MILLS INC. • GOOGLE INC. • HERE NORTH AMERICA LLC

THE HERSHEY COMPANY • HEWLETT PACKARD ENTERPRISES • HILTON WORLDWIDE INC. • HP INC. • IBM INC. • INHOMES HUNTERS & REED LLP • HYATT HOTELS CORP. • IBM CORP. • INTEL CORP. • INTERCONTINENTAL HOTELS GROUP AMERICAS • JOHNSON & JOHNSON • JP MORGAN CHASE & CO. • KATZER PERMANENTE • KELLOGG CO. • KENNETH COLE PRODUCTIONS • LEVI STRAUSS & CO. • MACY'S INC. • MARRIOTT INTERNATIONAL INC. • MASTERCARD INC. • MICROSOFT CORP. • MITCHELL GOLD • BOW WILLIAMS • MONSIEUR CO. • MURPHY'S CORP. • NATIONWIDE • NAVANT CONSULTING INC. • NICE INC. • NORTHROP GRUMMAN CORP. • OFFICE DEPOT INC. • ORACLE CORP. • ORBITZ WORLDWIDE INC. • PAUL HASTINGS LLP • PEPSICO INC. • PROCTER & GAMBLE CO. • PURE STORAGE INC. • QUALCOMM INC. • REPAIRCENTRAL • SAP GLOBAL INC. • SALESFORCE • SAP AMERICA INC. • SOBEKSONIC • SYMANTEC CORP. • SYNCHRONY FINANCIAL • T-MOBILE USA INC. • TARGET CORP. • TECH DATA CORP. • TIAA • TWITTER INC. • UBER TECHNOLOGIES INC. • UNDER ARMOUR INC. • UNILEVER • WALSH PARKER • WEDDING WIRE INC. • WILLIAMS-SONOMA INC. • XEROX CORP.

PROUD TO SUPPORT THE EQUALITY ACT

DISCRIMINATION ANYWHERE IS AN INJUSTICE. I'M PROUD TO SUPPORT THE EQUALITY ACT AND WILL WORK TO ENSURE THAT ALL ARE TREATED THE SAME UNDER THE LAW."

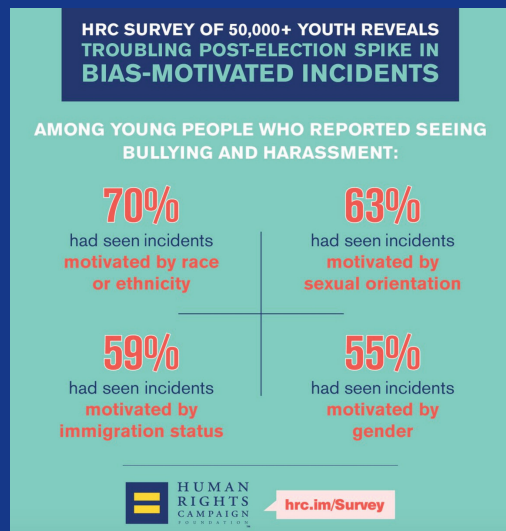
— REP. SCOTT TAYLOR (R-VA)



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“NO HATE IN MY STATE”

Without federal legislation such as the Equality Act to guarantee protections, the rights of LGBTQ people are routinely attacked at the state level. In 2016, a record 202 anti-LGBTQ bills were filed in state legislatures, 55 of which directly targeted transgender people. In 2017, HRC has fought more than 140 anti-LGBTQ bills in a continuing onslaught of legislative attacks.



Such legislation contributes to a climate of hate, hostility, and intolerance toward LGBTQ people, with often dangerous consequences. The FBI recently reported¹⁵ record high levels of hate violence across 2016, including a significant surge in hate crimes targeting transgender people. The murder of 49 LGBTQ people and allies — most of whom were Latinx — at Pulse Nightclub in June 2016 brought to the fore a conversation about the toxic mix of hate and easy access to guns that disproportionately endangers marginalized communities. And HRC has documented¹⁶ a growing epidemic of murders targeting

transgender women, particularly transgender women of color.

The continued onslaught of state legislative attacks and climate of hate aimed at LGBTQ people all across the nation has been compounded by the Trump-Pence Administration's rollbacks, reinterpretations and rescissions of protections for LGBTQ people. This has given great urgency to federal solutions — from the Equality Act, to better hate crimes reporting and law enforcement outreach, to tackling the national gun violence epidemic.



LESSONS FROM THE RESISTANCE

Since January 20, 2017, Trump-Pence Administration has launched unceasing attacks on the civil rights of millions of Americans. But, they have also sparked an unprecedented wave of action and defiance that has brought interconnected civil rights movements closer than ever before. LGBTQ people are as diverse as the nation, and the Trump-Pence Administration's attacks on women, people of color, immigrants, Muslims, Jews, people with disabilities, and others have been met with a fiercely united resistance.



Together, LGBTQ voters and others under siege by this administration have mobilized to defeat nominees and block at least some attacks through Congress and the courts.



For the last 10 months, HRC has mobilized around the clock. Every day, our broader community has been under attack. When Donald Trump and some Congressional leaders tried to strip life-saving health care from millions, HRC members and supporters partnered with groups like Planned Parenthood to place over 82,000 calls to Congress demanding they save the Affordable Care Act. When Trump ordered a dangerous, unconstitutional ban on Muslims fleeing persecution



from entering the U.S., we stood with coalition partners in cities across the country in opposition. When the White House endorsed white nationalists in Charlottesville, HRC stood with other civil rights organizations like the NAACP Legal Defense Fund, as 10,000 of our members signed a pledge against hatred, racism, and white supremacy. And when he attacked bravely serving transgender troops in a series of tweets, HRC took Donald Trump to court as organizational co-plaintiffs in a case led by attorneys at Lambda Legal and OutServe-SLDN.

We have driven more than 100,000 phone calls to the Senate to protect the Affordable Care Act and urge passage of the DREAM Act, and we have joined a federal lawsuit to block the Trump-Pence ban on transgender troops.





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“You made it plain to young people who then talked to their parents and grandparents and explained that those who are lesbian, gay, bisexual, transgender are not others. We are all part of them. They are our mothers and our fathers, our sisters and our brothers, our neighbors and our colleagues...”

— Rep. John Lewis



“THERE ARE STILL BATTLES TO WAGE, MORE HEARTS AND MINDS TO CHANGE. AS LONG AS THERE'S A SINGLE CHILD IN AMERICA THAT'S AFRAID THEY WON'T BE ACCEPTED FOR WHO THEY ARE, WE'VE GOT MORE WORK TO DO.”

— President Barack Obama



SPOTLIGHT

REJECTING MARK GREEN

President Obama's November 2015 appointment of Eric Fanning as Secretary of the Army was a landmark moment for the LGBTQ community. Fanning was an extraordinarily effective and beloved leader with a long career in serving in the Pentagon. And, for the first time in U.S. history, a branch of the armed forces was led by someone who openly identified as gay.

President Trump threatened this progress by nominating Mark Green, an anti-LGBTQ extremist from Tennessee, to replace Fanning as Secretary of the Army. As a Tennessee State Senator, Mark Green encouraged clerks to ignore the U.S. Supreme Court's *Obergefell v. Hodges* ruling and deny marriage licenses to same-sex couples. He called being transgender “a disease” and sponsored an anti-transgender bill. Green additionally supported giving businesses a license to discriminate against LGBTQ people and opposed state non-discrimination protections for Tennessee.

In response to his nomination, HRC exposed Green's long anti-LGBTQ record, mobilized its millions of members to urge Senators to oppose Green, and organized more than 40 civil rights organizations to oppose his nomination in a letter to the Senate Armed Services Committee¹⁷. HRC members took action through more than 25,000 calls and emails to their Senators, and ultimately succeeded in forcing Green to withdraw.





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#ProtectTransKids

Less than a month after his inauguration, Trump's Attorney General, Jeff Sessions, and Secretary of Education, Betsy DeVos, rescinded the Obama Administration's guidance protecting transgender children in schools.

In response, HRC mobilized members and parents of transgender kids, marched down to the White House in protest with other LGBTQ organizations, and sparked a national conversation about the protections transgender students deserve in school. As #ProtectTransKids trended nationally, thousands of HRC members called elected officials urging them to speak out.



At an evening rally outside the White House, JR Ford, whose daughter Ellie is transgender, spoke of his fear over the violence and discrimination that threatens his daughter and her future:

"We are continuing to fight — not only for Ellie, not only for Gavin, but for everyone in this community. Because everyone needs to be protected at school and in their communities," said JR Ford, member of HRC's Parents for Transgender Equality Council. "We love our daughter. We are out here because we have an obligation to make sure she has a healthy life at school and outside of school...[W]e will continue to make sure she has safe, happy and will continue to have a beautiful life."



I WANT EVERY TRANSGENDER YOUNG PERSON IN AMERICA TO HEAR THIS: **YOU ARE VALUED, YOU ARE IMPORTANT, YOU MATTER, AND YOU ARE LOVED.** —Chad Griffin



26.75 MILLION
NUMBER OF IMPRESSIONS
FOR HRC TWEETS FEATURING
#PROTECTTRANSKIDS



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TRANSGENDER MILITARY BAN

On the morning on July 26, 2017, Donald Trump tweeted that the United States government “will not accept or allow” transgender individuals to serve in the U.S. military, due to the “tremendous medical costs and disruption” it would entail. Without consulting with the Pentagon, Trump announced a sweeping decision to ban transgender troops that would affect more than 15,000 transgender service members already fighting for their country, disrespect the 134,000 transgender veterans who have faithfully served, and block countless transgender people hoping to serve their nation.



HRC immediately condemned Trump's move and helped lead the way building momentum against the ban. HRC members sprang into action, logging more than 30,000 calls to the White House in protest. Over the hours and days that followed, military leaders and politicians from both sides of the aisle came out strongly against the proposed ban. The Chairman of the joint Chiefs refused to implement the ban without official White House guidelines, and 56 retired generals signed a letter declaring that the policy “...would cause significant disruptions, deprive the military of mission-critical talent, and compromise the integrity of transgender troops who would be forced to live a lie, as well as non-transgender peers who would be forced to choose between reporting to their comrades or disobeying policy.”

Coast Guard Commandant Paul Zukunft also spoke up to defend the 13 openly transgender Coast Guard members, including transitioning Lieutenant Taylor Miller:



I TOLD TAYLOR I WILL NOT TURN MY BACK... WE HAVE MADE AN INVESTMENT IN YOU AND YOU HAVE MADE AN INVESTMENT IN THE COAST GUARD, AND I WILL NOT BREAK FAITH.”

As it became clear that Donald Trump and Mike Pence would not back down from their intention to ban transgender troops, HRC began working with Senators Gillibrand (D-NY) and Collins (R-ME) to introduce bipartisan legislation to retain transgender servicemembers. HRC also joined a lawsuit, led by Lambda Legal and OutServe-SLDN, to defeat the ban in court.



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HRC RISING BUILDING POLITICAL POWER FOR FUTURE VICTORIES

IF 2017 was the year of resistance, 2018 will be the year of action. For LGBTQ voters and others under attack by the Trump-Pence Administration, the 2018 elections present an opportunity to pull the emergency brake on their agenda. The 2017 election results — and notably the wave of openly LGBTQ candidates elected coast-to-coast — demonstrate the appetite for change and further demonstrate the potential of our impact.

This November, voters resoundingly rejected the hateful agenda of Donald Trump and Mike Pence. From Virginia to New Jersey to a wave of historic victories for transgender candidates across the country, voters sent a loud message to politicians who attempt to use hate and fear for political gain: If you come for us, we're coming for you on Election Day. In Virginia, HRC canvassed, phone banked, called, and texted our 80,000+ members and supporters who are registered to vote — with a strategic push in Prince William County.

There, in a particularly stunning rebuke of anti-LGBTQ extremism, **Danica Roem** made history by defeating a 25-year incumbent — Bob Marshall, Virginia's self-described “Chief Homophobe.” Virginia voters also elected HRC-endorsed candidates **Ralph Northam** for governor, **Justin Fairfax** for lieutenant governor, and **Mark Herring** for attorney general.



Danica Roem



Ralph Northam



Justin Fairfax

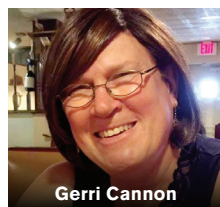


Mark Herring

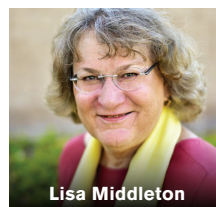
But Roem wasn't alone in making history on election night. Across the country, seven other openly transgender candidates surged to victories in more than a half-dozen states: **Andrea Jenkins**, Minnesota (Minneapolis City Council); **Gerri Cannon**, New Hampshire (Somersworth School Board); **Lisa Middleton**, California (Palm Springs City Council); **Stephe Koontz**, Georgia; **Tyler Titus**, Pennsylvania (Erie School Board); **Phillipe Cunningham**, Minnesota (Minneapolis City Council); and **Raven Matherne**, Connecticut (Stamford Board of Representatives). Additional HRC-backed candidates who won on election night include Seattle Mayor-elect **Jenny Durkan**, Charlotte Mayor-elect **Vi Lyles** and New Jersey Governor-elect **Phil Murphy**.



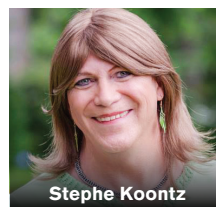
Andrea Jenkins



Gerri Cannon



Lisa Middleton



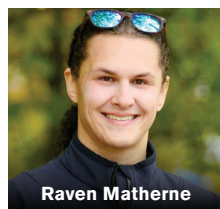
Stephe Koontz



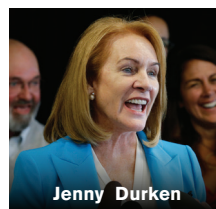
Tyler Titus



Phillipe Cunningham



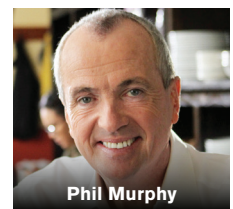
Raven Matherne



Jenny Durkan



Vi Lyles



Phil Murphy



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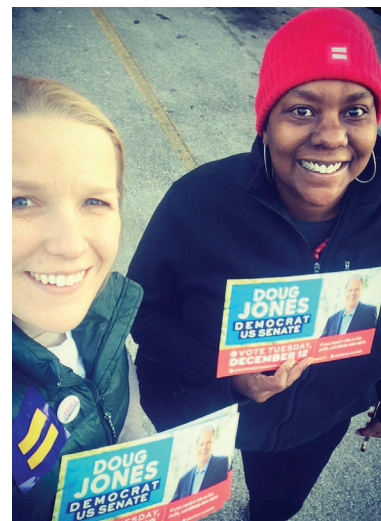
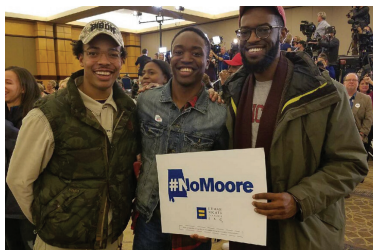
#NoMoore: Electing Doug Jones in Alabama

IN Alabama's special election to fill the open U.S. Senate seat previously held by Jeff Sessions, equality voters helped fuel the **historic victory of HRC-endorsed candidate Doug Jones over his opponent, the notoriously anti-LGBTQ politician Roy Moore**. During the final sixty days of the election, more than **160 HRC volunteers** and **11 HRC staff** reached nearly **200,000 Equality Voters** across Alabama, almost ten times Jones' 20,000 vote margin of victory on election day. In the end, the diverse coalition of voters, including LGBTQ and Black voters, elected Alabama's first pro-equality senator to the U.S. Senate.



But for nearly two years, HRC has engaged in a ground campaign against Roy Moore in an effort to stop his attacks on LGBTQ people across the state, launching the #NoMoore campaign to remove him from the Alabama Supreme Court for refusing to implement a ruling that brought marriage equality to Alabama. HRC's Project One America has been building infrastructure, working with coalition partners in the state, and educating Alabama voters on LGBTQ equality since 2014. While Roy Moore attempted to make his anti-LGBTQ positions and record the centerpiece of his campaign, a Washington Post poll found that Alabama voters trusted Doug Jones over Roy Moore on "gay and transgender rights" by a 2-to-1 margin.

THE LIBERAL PRESS, *THE WASHINGTON POST*, WHO ENDORSED HILLARY CLINTON, WHO ALSO ENDORSED OUR OPPONENT, GETS INVOLVED IN THIS RACE, ALONG WITH THE HUMAN RIGHTS CAMPAIGN, THE DNC AND THE WASHINGTON ESTABLISHMENT — ALL OF THE VERY SAME PEOPLE WHO WERE ATTACKING PRESIDENT TRUMP ARE ATTACKING US," SHE SAID.





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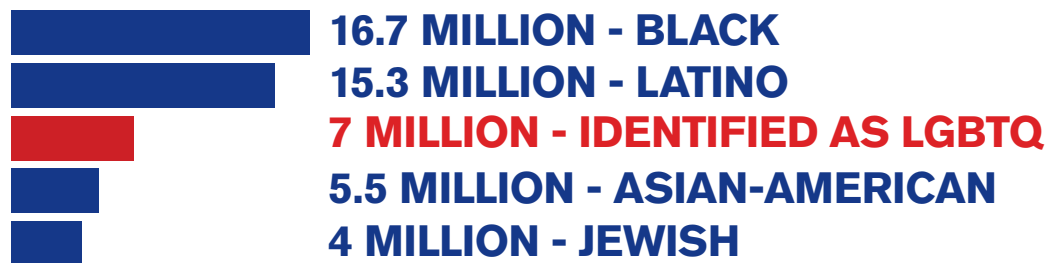


IT'S NOT ENOUGH TO RESIST THE HATEFUL POLICIES AND ATTACKS COMING FROM THE TRUMP-PENCE REGIME — WE'VE GOT TO ACCELERATE THE PACE OF PROGRESS TOWARD FULL EQUALITY AND SECURE PROTECTIONS FOR LGBTQ PEOPLE IN STATES AND COMMUNITIES ACROSS THE COUNTRY.” —**Chad Griffin**

In July, the Human Rights Campaign announced the largest grassroots expansion in its 37-year history with the launch of **HRC Rising**, a campaign to accelerate progress in states from coast-to-coast, resist the politics of hate, fight anti-LGBTQ legislation, and fuel pro-equality candidates and initiatives.

This expansion represents a \$26 million investment to resource this nationwide grassroots push, with an especially strong, early push to organize against the Trump-Pence agenda and support pro-equality candidates in 2018 in strategic target states. HRC has already hit the ground to begin:

2016 EXIT POLLS



9 MILLION

DIGITAL REACH
ACROSS ALL SOCIAL
MEDIA PLATFORMS



3 MILLION

MEMBERS & SUPPORTERS
MOBILIZED IN SUPPORT OF
PRO- EQUALITY CANDIDATES



DOZENS

OF COMPETITIVE
RACES ACROSS
THE COUNTRY

**32 STEERING
COMMITTEES**

ACROSS THE COUNTRY,
USING NEW TOOLS TO
BRING NEW VOLUNTEERS
INTO THE MOVEMENT



STRENGTHENING
PARTNERSHIPS WITH
STATE AND LOCAL
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ORGANIZATIONS
AND OTHER ALLIED
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