March ON
2018 IMPACT REPORT
Dear Friends,

The 2017 women’s marches were the largest single day of protest in the history of the United States. Five million women and allies raised our voices in unison to demand a better way forward. The world took notice. Women realized they had the power to change our country — and that’s exactly what we’ve set out to do.

We turned 2018 into the Year of the Woman. We led with the power of the vote. We changed the political landscape in the midterm elections, with 36 new women winning seats in the House of Representatives, leading to the largest number of women in the House in history.

When I co-founded the first march in 2017, I did not yet know how much power was about to be unleashed. But I knew the world was ours to change.

We can’t wait to show the world what we will accomplish together in 2019....and in 2020.

Vanessa Wruble, Executive Director
MARCH ON came into being because of a shared vision. After co-organizing the 2017 Women’s March on Washington, we believed that if we could channel the energy of this massive movement, we could fundamentally shift the dynamics of power in America. Women-led grassroots and political activism need a home—a network of support and coordination to maximize their potential and effect change. That’s why we created MARCH ON.

MARCH ON develops and maintains the infrastructure necessary to ensure that the women who marched in 2017—and those who join their ranks every day—can transform themselves into activists and organizers with the power to effect change. TOO MANY INSPIRING AND MOTIVATED ACTIVISTS ARE HELD BACK BY LIMITED RESOURCES. Our mission is to provide them the training and support that they need to have an impact.

WE BELIEVE THAT COMMUNITY IS POWERFUL. Since its launch, MARCH ON—the nation’s largest network of women-led grassroots groups—has activated the leadership of thousands of women and young people. We cultivate a network of support and coordination for local leaders and organizers and encourage long-term, authentic engagement.

AT MARCH ON, WE STRIVE TO BUILD AN ORGANIZATION DEFINED BY OUR VALUES: radically inclusive, genuinely committed to a bottom-up approach, and focused on uplifting and amplifying the voices of local organizers and leaders.
FIRST YEAR HIGHLIGHTS

We led the March On The Polls in swing districts across 20 states before the historic 2018 midterms — where more women candidates were elected to office than ever before. We’ve since already launched our campaign for nationwide marches during the 2020 election — with a focus on early voting.

We built a community of hundreds of women and youth organizers across the country, which we arm with strategy, operations, advocacy, research, communications, fundraising, and financial support.

We supported and coordinated hundreds of annual women’s marches for #WeekendofWomen: The 2nd Annual Women's March and the 3rd Annual Women's March. We joined forces with other organizations on major national campaigns including Families Belong Together and the Unite for Justice National Day of Action.

We launched and supported the youth-led initiatives Walkout To Vote, the nationwide school walkout that encouraged students of all ages to march to the polls on Election Day; 50 Miles More, a national series of marches against gun violence that followed the Parkland shooting, and registered thousands of high school students with NextGen’s Our Lives, Our Vote.

We developed an issue-based policy platform for the New Majority, the Declaration for our Future, to guide our battles in 2019 and 2020. Over 6,000 people participated, and voted on over half a million statements regarding the state of our country.
March ON

BY THE NUMBERS

+43%
NATIONAL INCREASE IN EARLY VOTING RATES (2014 VS. 2018 MIDTERMS)

650,000
NUMBER OF SUBSCRIBERS TO THE MARCH ON EMAIL LIST

50+
NUMBER OF GRASSROOTS GROUPS AFFILIATED WITH MARCH ON

20
NUMBER OF STATES IN WHICH A MARCH ON THE POLLS HAPPENED

500,000+
INDIVIDUAL STATEMENTS VOTED ON DURING OPERATION MARCHING ORDERS

+65%
PERCENTAGE OF STATES WHERE M21P WAS PILOTED WHERE EARLY VOTING INCREASED

19%
PERCENTAGE OF MARCH ON'S 2018 REVENUES THAT WENT DIRECTLY TO GRASSROOTS AFFILIATE SUPPORT

March ON
WEAREMARCHON.ORG
@WEAREMARCHON
March On Network

March On Maryland
March On Oklahoma
March On Kentucky
March On Hudson Valley
Women’s March Minnesota
Seattle Womxn Marching Forward
Women’s March On Asheville
March On Veterans
Women’s March CT - We March On
Women’s March Chicago
March On New Mexico
Women’s March San Diego, Inc
March On Colorado
Women’s March San Luis Obispo
March Forward Massachusetts
Forward March New York
Take Action AAC
Women’s March Alliance
Women’s March Santa Barbara
Network NOVA
CT Latinas in the Resistance
Beyond the Women’s March
March On Edmonton Collective
March On Westcliffe

Women’s March Coalition - UTK Chapter
Women’s March Wisconsin
March On Arkansas
Havelock Democrats
March Forward Virginia
March On Vancouver
2MAHA Women’s March
Baltimore Women United
March Forward San Carlos
March On NH
ERA North Dakota
Justice for All Ventura County
March On the Campus
U-Act (Ulster Activists)
Indivisible757
Collier Freedom
Peninsula Progressive Action Group
March On Georgia
Indivisible SC 4
Women4All
March On Mississippi
Womxn March On Iowa
Houston Women March On
Rise Kalamazoo

March On
WEAREMARCHON.ORG
@WEAREMARCHON
For the 2018 midterm elections, **MARCH ON THE POLLS** led voters straight to the voting booths during early voting in 20 states.

March on the Polls took the best aspects of the women's marches — the communal, intergenerational nature, the creativity, and the hope for a better future — and pointed all of that strength directly at the polls.
WHY DID WE FOCUS ON EARLY VOTING?

- People are more likely to vote when they can do it with their friends and family at a time that they can choose.
- Early voting relieves campaigns from having to contact voters who have already cast a ballot — and frees them up to reach out to other potential voters.
- Long early voting lines draw media attention — and news reports showing people at the polls inspire other voters to come out!

<table>
<thead>
<tr>
<th>STATE</th>
<th>2014 EV</th>
<th>2018 EV</th>
<th>PERCENTAGE +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARKANSAS</td>
<td>90,336</td>
<td>62,581</td>
<td>-30.70%</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td>4,547,705</td>
<td>4,245,925</td>
<td>-6.60%</td>
</tr>
<tr>
<td>FLORIDA</td>
<td>3,187,342</td>
<td>5,208,155</td>
<td>63.40%</td>
</tr>
<tr>
<td>GEORGIA</td>
<td>1,069,912</td>
<td>1,890,156</td>
<td>76%</td>
</tr>
<tr>
<td>ILLINOIS</td>
<td>772,624</td>
<td>818,270</td>
<td>5.90%</td>
</tr>
<tr>
<td>LOUISIANA</td>
<td>245,609</td>
<td>311,829</td>
<td>26.90%</td>
</tr>
<tr>
<td>MARYLAND</td>
<td>362,274</td>
<td>661,276</td>
<td>82%</td>
</tr>
<tr>
<td>MICHIGAN</td>
<td>816,155</td>
<td>876,054</td>
<td>7.30%</td>
</tr>
<tr>
<td>MISSISSIPPI</td>
<td>26,332</td>
<td>39,616</td>
<td>50.40%</td>
</tr>
<tr>
<td>NEW JERSEY</td>
<td>123,529</td>
<td>355,009</td>
<td>187%</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>167,286</td>
<td>95,535</td>
<td>-42%</td>
</tr>
<tr>
<td>NORTH CAROLINA</td>
<td>1,174,188</td>
<td>2,050,864</td>
<td>74.60%</td>
</tr>
<tr>
<td>OKLAHOMA</td>
<td>69,797</td>
<td>107,112</td>
<td>53.40%</td>
</tr>
<tr>
<td>OREGON</td>
<td>1,541,782</td>
<td>1,353,105</td>
<td>-12.20%</td>
</tr>
<tr>
<td>PENNSYLVANIA</td>
<td>87,284</td>
<td>84,906</td>
<td>-2.70%</td>
</tr>
<tr>
<td>SOUTH CAROLINA</td>
<td>149,237</td>
<td>282,971</td>
<td>89%</td>
</tr>
<tr>
<td>TEXAS</td>
<td>2,066,368</td>
<td>4,884,528</td>
<td>136.30%</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>2,124,330</td>
<td>2,052,507</td>
<td>-3.30%</td>
</tr>
<tr>
<td>DC</td>
<td>31,228</td>
<td>52,510</td>
<td>68.10%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>18,653,381</td>
<td>25,432,909</td>
<td>36.30%</td>
</tr>
<tr>
<td>NATIONAL</td>
<td>27,424,000</td>
<td>39,133,703</td>
<td>42.60%</td>
</tr>
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Data source http://www.electproject.org/early_2018
March on the Polls mobilized voters to turn out for what would become a historic midterm election for women, people of color, and progressive candidates — from Rep. Ayanna Pressley in Boston and Rep. Kendra Horn in Oklahoma City to Rep. Lucy McBath in Georgia and Rep. Lizzie Pannill Fletcher in Houston, we voted for and elected representatives who represent our values.

**MIDTERM MOMENTS**

- In Chicago, an estimated 100,000 people turned out to march to the polls together before the 2018 election.

- Houston Women March On and MARCH ON coordinated 60 local marches to the polls during the month of October — and where we marched, early voting rose 200% from 2014.

- In Shorewood, Wisconsin, where MARCH ON youth organizers led a Walkout to Vote march to mobilize young voters, 91 percent of voters turned out.

- Our first MARCH ON THE POLLS - UNITED WE VOTE Southern Bus Tour visited five states, 12 cities, six Historically Black Colleges and Universities, churches, public housing projects, community centers and senior homes where MARCH ON affiliates and organizers hosted parties, celebrity rallies, and rides to the polls. Our message - every vote matters.
Alyssa Milano amplifies our 100k March On The Polls in Chicago.

Look at those results! Where we marched in TX, early voting was up 200%

One of our Houston marches-by-bus made the front page of the New York Times!

Voting became a celebration!

Students got on the bus to go vote early in Georgia!
Between November 2017 and December 2018, MARCH ON raised just shy of $1.2 million, divided as follows between MARCH ON, Future Coalition, and 50 Miles More.

MARCH ON’s primary sources of revenue to date have been large individual donations, which account for roughly half of our overall revenue, and grants from PACs and foundations, which account for roughly one quarter of our revenue.

Bolstered by the fundraising experience of our board and executive team, we have fostered and maintained strong relationships with these funders. We expect that this revenue stream will continue to be robust as we move forward.
WHAT'S NEXT?

For the caring and forward-thinking society we want to emerge, we believe we must change the paradigm around democratic engagement - make civic action, especially voting, celebratory and community-based.

We need to engage everyone and especially the “new electorate” - young people, women, people of color and other less visibly marginalized groups.

In 2018, we began to build on this vision.

**OUR MAIN GOAL FOR THE NEXT TWO YEARS? MOBILIZE A RECORD-BREAKING PROGRESSIVE TURNOUT DRIVEN BY BOTTOM-UP GRASSROOTS ENERGY AND A HISTORIC MARCH ON THE POLLS FOR THE 2020 ELECTIONS.**
We need to build the infrastructure for success in 2020 starting today.

We have to invest in grassroots organizing around key policy, legislative and local issues, as well as (and in particular) voting whenever elections are taking place.

To achieve our MOTP2020 vision, MARCH ON needs to be able to provide the degree and scope of support that we know is required to take grassroots organizing to the next level. We know that developing this tactical capacity with local groups will require a strong tech-enabled and data-driven approach to ensure we get the traction we need for 2020.

With these efforts, we will continue to build MARCH ON as the home for women-led grassroots activism and youth-led initiatives.

We will continue to communicate a clear vision, and engage people and organizations through meaningful activism opportunities today to keep them energized and battle-ready for 2020.

We will educate and create opportunities to take action on an issue-based agenda, developed based on our 2018 Declaration for Our Future as well as partner and donor interest.

Finally, as an organization, we will continue to inspire and motivate people - through integrity, best practices and authenticity.

HOW YOU CAN HELP

Signing up for our mailing list is easy and a great way to stay in touch!  
www.wearemarchon.org/get-started/

Every dollar contributed goes a long way. We encourage to consider a recurring contribution, which help us tremendously. We appreciate your support.  
www.wearemarchon.org/donate/

Introduce us to your friends and colleagues who you think we might share common interests! We're always looking to expand our networks of like-minded organizations and people, and love to make new connections.