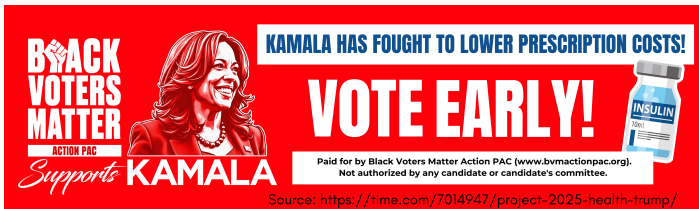




In the pivotal 2024 presidential election cycle, Black Voters Matter Action PAC launched an extensive multi-channel outreach campaign to engage Black voters in support of Vice President Kamala Harris. Our strategic deployment of radio, billboard, digital, and ground-level initiatives resulted in unprecedented engagement levels, **with 67% of targeted Black voters participating in the electoral process.**

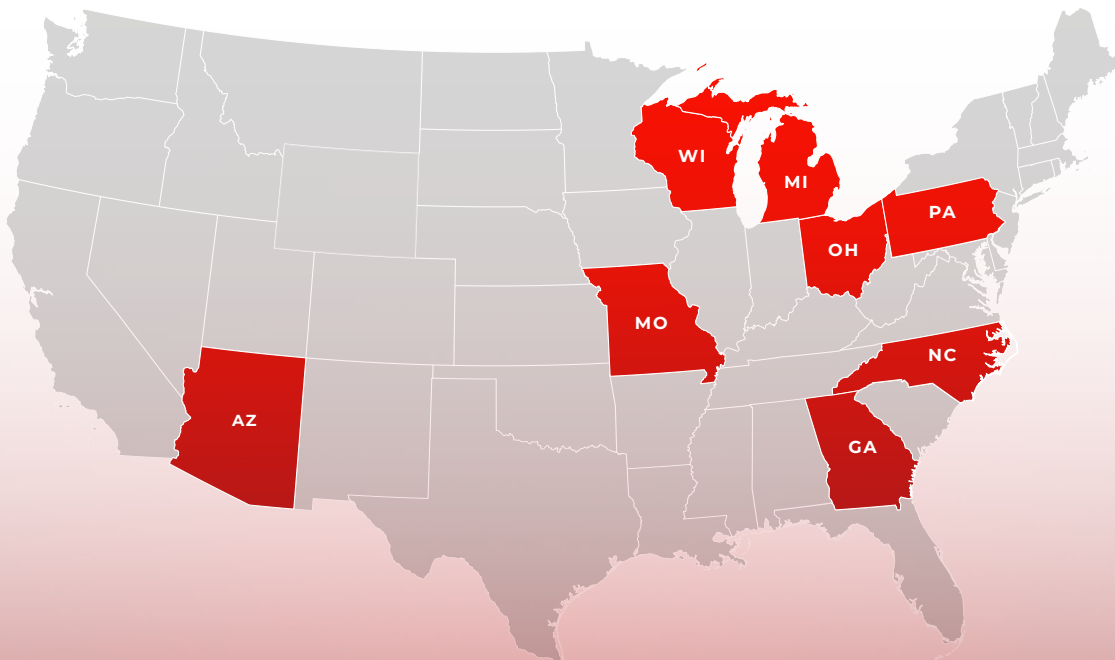


KEY ISSUE AREAS AND TARGET STATES

EDUCATION REFORM

HEALTHCARE ACCESS

ECONOMIC JUSTICE



VIDEO ADS

TOTAL IMPRESSIONS

34M

VIDEO CONTENT PERFORMANCE

23.3M PLAYS

TOTAL REACH

4.1M INDIVIDUALS



BILLBOARDS

TOTAL REACH

122 BILLBOARDS

TOTAL REACH

8 KEY
BATTLEGROUND
STATES

TOTAL BILLBOARD IMPRESSIONS

157,144,795

TEXT MESSAGE CAMPAIGN

532,125
MESSAGES DELIVERED

