



HUMAN
RIGHTS
CAMPAIGN®

The Human Rights Campaign is America's largest civil rights organization working to achieve equality for lesbian, gay, bisexual, transgender and queer people. HRC envisions a world where LGBTQ people are embraced as full members of society at home, at work, and in every community.

HRC fights for civil rights for everyone, everywhere, at all times—in courts, city councils, state legislatures, Congress, and in the workplace.

Our investment is in people—activists that have the potential to change election outcomes because they change hearts and minds in their communities. HRC is not a PAC or campaign that will come and go. HRC is a long-term investment in movement building.

Over the last eight years, HRC has added 2.1 million members and supporters nationwide, an increase of 236%.

HRC is able to engage more than 9 million users online, HRC videos were viewed more than 100 million times in 2017, and HRC's Equality Magazine is the largest LGBTQ publication reaching 350,000 homes each quarter.

AN HISTORIC OPPORTUNITY UNIQUE TO THE LGBTQ MOVEMENT

THE LGBTQ COMMUNITY has made tremendous strides in a short period of time with increasing support for equality throughout partisan, ideological, and demographic groups. This support means the LGBTQ movement is no longer limited to organizing and mobilizing self-identified LGBTQ people. HRC can now use its Equality Support model, which reflects the degree to which a person is likely to support progressive LGBTQ policies, to identify and direct outreach to 52 million pro-equality voters nationwide—a voting bloc comprised of 10 million LGBTQ voters and millions more allies who can be motivated to elect pro-equality champions and defeat anti-LGBTQ politicians.



HRC is currently in the midst of the largest grassroots expansion in its 38-year history, recognizing that now is a pivotal time for the LGBTQ community—not only to resist all attempts to dismantle our progress, but also to accelerate the pace of progress toward full legal equality.

This expansion is focused on building political organizing capacity—at the individual, community, state, and national levels—by:

- **Mobilizing more than three million HRC members, supporters, volunteers, and activists** nationwide in support of equality and pro-equality candidates in 2018, 2019, 2020 and beyond.
- **Building on the power of HRC's existing 32 steering committees** in communities across the country, using new tools, organizing in new ways, and bringing new volunteers into the movement.
- **Training activists nationwide**, and particularly in states and congressional districts where there are vulnerable anti-equality incumbents, to build our movement's organizing capacity. Trainings will include, but are not limited to, LGBTQ issue education, engaging with elected officials, campaign strategy and voter contact best practices, volunteer recruitment and team building, and digital activism.
- **Maximizing HRC's existing programs and assets** to raise awareness about the scope and consequences of inequality and to engage a broader swath of the public in our efforts to empower and improve the lives of LGBTQ people.
- **Hiring 23 full-time organizing staff in six Tier 1 priority states – AZ, MI, NV, OH, PA, and WI** – hosting marquee U.S. Senate contests in 2018, as many as 20 competitive U.S. House races, and closely fought races between pro- and anti-equality candidates for governor, attorney general, state legislature, and other state offices. These six states are also perennial presidential battlegrounds—with 81 electoral votes—and were decisive in handing the presidency to Donald Trump.
- **Deploying additional field and headquarters staff** to nine Tier 2 priority states and key congressional districts nationwide.
- **Turning out the Equality Vote.** HRC has identified 7 million Equality Voters in AZ, MI, NV, OH, PA, and WI alone. These Equality Voters are younger, more diverse, and more female than the electorate at large, and less likely to turn out to vote. HRC completed focus groups and surveys in early 2018 to learn more about Equality Voters, why they support equality, what they know about current levels of LGBTQ discrimination, and how to motivate them to take action in support of pro-equality candidates and causes in 2018.