



TO: Prospective Partners and Donors
FROM: Black Economic Alliance
Date: September 25, 2024
Re: **Voter Contact Program to Black Male Voters in Swing States**

The nation’s response to Vice President Kamala Harris at the top of the ticket has been nothing short of remarkable. It has changed almost everything about this election cycle. **What it has not changed is the need to mobilize Black male voters in battleground states in order to elect Vice President Harris President and elevate Hakeem Jeffries to Speaker of the House.** Polling released just last week shows that [more than one-quarter of Black men under 50 said they would vote for President Trump](#) and [turnout interest among Black men under 30 is at just 51 percent](#).

The Black Economic Alliance (BEA)’s own new polling shows that **Black business leaders are uniquely positioned to have an outsized impact on Black male voters.** Data from BEA’s recent commissioned poll and focus groups —conducted by Lake Research Partners from August 7-19 and HIT Research, respectively¹ — show that **economic issues are the top 4 issues for Black male voters**, above immigration, abortion, and national security, and that **Black business leaders are the most trusted messengers on those issues** (13 % higher than celebrities, economists, elected officials, and other typical validators).

Our job between now and November 5 is clear: leverage our unique position as the most trusted messengers on economic issues to motivate and mobilize infrequent Black voters — with a focus on Black male voters. Between now and election day, **BEA will deploy a direct voter contact program in five swing states with Black business leaders speaking directly to infrequent Black voters via text messaging and digital advertising on the economic issues that we know matter most.** Based on our voter engagement programs from previous cycles, **we expect a 45% engagement rate** with the Black voters we contact – **which translates to decisive margins in the key battleground states.**

In this critical window before Election Day, no other organization is running a voter contact program targeting infrequent Black male voters with the economic messages and messengers that research tells us are most likely to mobilize them to vote. **To contribute to fueling this voter contact program, please visit [this link](#).** We hope you will partner with us.

¹ Survey conducted by Lake Research Partners from August 7-19, 2024, of 1,700 registered voters nationwide (911 Black voters) – including a sample of 800 registered voters in the base, a sample of 800 Black registered voters, and an oversample of 100 Latino/a registered voters nationwide.

Details on the Program

BEA has endorsed candidates for President and Senate, and will soon endorse candidates for the House. In addition to raising millions of dollars for candidates, we continue to advise campaigns on economic messages and provide actionable data for their Black voter outreach programs.

In addition, the data above tells us that **BEA has a uniquely impactful role to play in direct outreach from our alliance of business leaders to Black male voters** and infrequent Black voters more broadly. In this critical window where voters are making final decisions about who they will cast their ballot for on Election Day, **BEA will contact these voters via text messaging and digital advertisements in the battleground states and districts** where the infrequent Black voting population can be decisive in the outcomes of the Presidential election and the House races that are critical to Hakeem becoming Speaker.

Text Message program to Black male infrequent voters

In prior cycles, BEA has had success in running impactful mobilization programs via text messaging. Based on the engagement rates we saw in our prior cycle's direct voter outreach program, we expect an engagement rate of **45%** – which means, **in nearly all of the key battleground states, we can be in active persuasion conversations with decisive margins of voters.**

Why texting? **Texting breaks through to infrequent voters.** Active, engaged voters are more likely to have signed up to donate or volunteer and receive multiple text messages a day asking for money - **infrequent Black voters are not on those lists.** BEA PAC's 2022 texting program saw almost half of targeted voters respond to our messages. Additionally, **texting has a high ROI.** With an average cost of \$0.08 per voter, we can achieve both reach and frequency with a modest investment, maximizing the reach of this program.

Digital ad campaign targeting Black male voters

We are producing an **ad to mobilize our target audience in the upcoming election.** This ad will run on streaming services and YouTube in select swing states and will focus on the economic message we know motivates Black male voters to the polls.

Targeting

The path to victory to elect Kamala Harris President and elevate Hakeem Jeffries to the speakership runs through states and districts where infrequent Black voters — namely, Black male voters — can be decisive: Georgia, Nevada, Pennsylvania, Michigan, and North Carolina.

There is a gap in enthusiasm and intention to vote in that universe. Turnout interest among Black men under 30 was at just 51 percent, according to the most recent [Washington Post-Ipsos Poll](#). Polling

released just last week shows that [more than one-quarter of Black men under 50 said they would vote for President Trump.](#)

Our target universe across key battleground states and districts is 1.5M infrequent Black voters. In the key battleground states of GA, NC, PA, MI, and NV, **we can be in active persuasion conversations with a decisive margin of ~700K Black infrequent voters.** See chart below for details.

Key 2024 Battleground State	Target Universe of Infrequent Black Voters	Number of infrequent Black voters we will be in active persuasion conversation with (based on 45% engagement rate last cycle)	Biden 2020 win/loss margin
Nevada	~160K	~72K	+10K
Michigan	~100K	~45K	+155K
Pennsylvania	~190K	~85K	+80K
North Carolina	~485K	~218K	-75K
Georgia	~640K	~280K	+11K
Total	~1.5M	~700K	331K

BEA is uniquely positioned to address this urgent need. Economic messages from Black business leaders are *the* way to move Black male voters. Data from BEA’s commissioned poll and focus groups from July and August — conducted by Lake Research Aug 7-19 and HIT Research,² respectively — shows **economic issues are the top 4 issues for Black male voters**, above immigration, abortion, and national security.

- Black male voters rank low wages and low pay as a top financial challenge facing their families today, along with the cost of food and groceries, and rent and mortgage costs.
- Six out of ten Black male voters rank increasing affordable housing as the top issue elected leaders should prioritize. 56% of Black male voters strongly favor funding to build more housing to lower rental and housing costs for American families.
- 57% of Black male voters rank creating jobs and developing the workforce as a top-2 issue elected leaders should prioritize.
- 65% of Black male voters strongly favor lower taxes for working-class families and 57% support no taxes on tips. 55% of Black male voters say reforming taxes to make the economy more fair is one of the top four issues elected leaders should prioritize.

² Survey conducted by Lake Research Partners from August 7-19, 2024, of 1,700 registered voters nationwide (911 Black voters) -- including a sample of 800 registered voters in the base, a sample of 800 Black registered voters, and an oversample of 100 Latino/a registered voters nationwide -

Black business leaders are the best messengers. BEA’s poll also asked Black male voters which messenger they would most trust on economic issues — **business leaders were the most trusted and tested significantly higher (13 points) than the next highest messenger.**

	TOTAL BLACK	BLACK MEN	BLACK WOMEN	BLACK MEN	BLACK WOMEN
. Which one or two of these people or organizations would you trust most to talk about removing barriers to economic issues? Select one or two					
Black business leaders.....	31	32	30	32	30
Federal elected officials.....	20	19	21	17	24
State elected officials.....	17	14	19	15	19
Economists.....	13	13	13	14	13
Local elected officials.....	13	16	11	13	12
Small business leaders.....	13	18	8	11	14
Labor unions.....	12	14	10	11	14
Friends and family.....	11	11	11	15	6
Women business leaders.....	11	6	14	11	11
Community labor activists.....	10	10	11	8	12
Economics professor.....	7	7	6	8	5
Head of economic department at a business school.....	5	5	5	6	4
Fortune 500 CEOs.....	5	6	4	4	5
Celebrities.....	4	5	4	6	1
Someone else.....	1	0	1	1	1
Not sure.....	10	6	12	9	11

Partner With Us to Fuel the Program

Our job between now and November is clear: leverage our unique position as the most trusted messengers on economic issues to motivate and mobilize infrequent Black voters — with a focus on Black male voters — in the states and districts that are key to the path to victory for Vice President Harris to become the next President of the United States and Hakeem Jeffries to become Speaker of the House.

We are raising \$1M between now and election day to fuel this program. We invite you to partner with us. We know that only our collective resources and coordinated influence will drive the advancement of Black work, wages, and wealth to the top of the agenda for our elected leaders. **To contribute, please visit [this link](#).**

For additional information, please reach out to:

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About the Black Economic Alliance (BEA)

BEA is a nonpartisan alliance of Black business leaders and allies focused on driving economic progress for the Black community, with a specific focus on advancing Black work, wages, and wealth. Read more [here](#). Learn more about the BEA PAC’s endorsed candidates [here](#).