

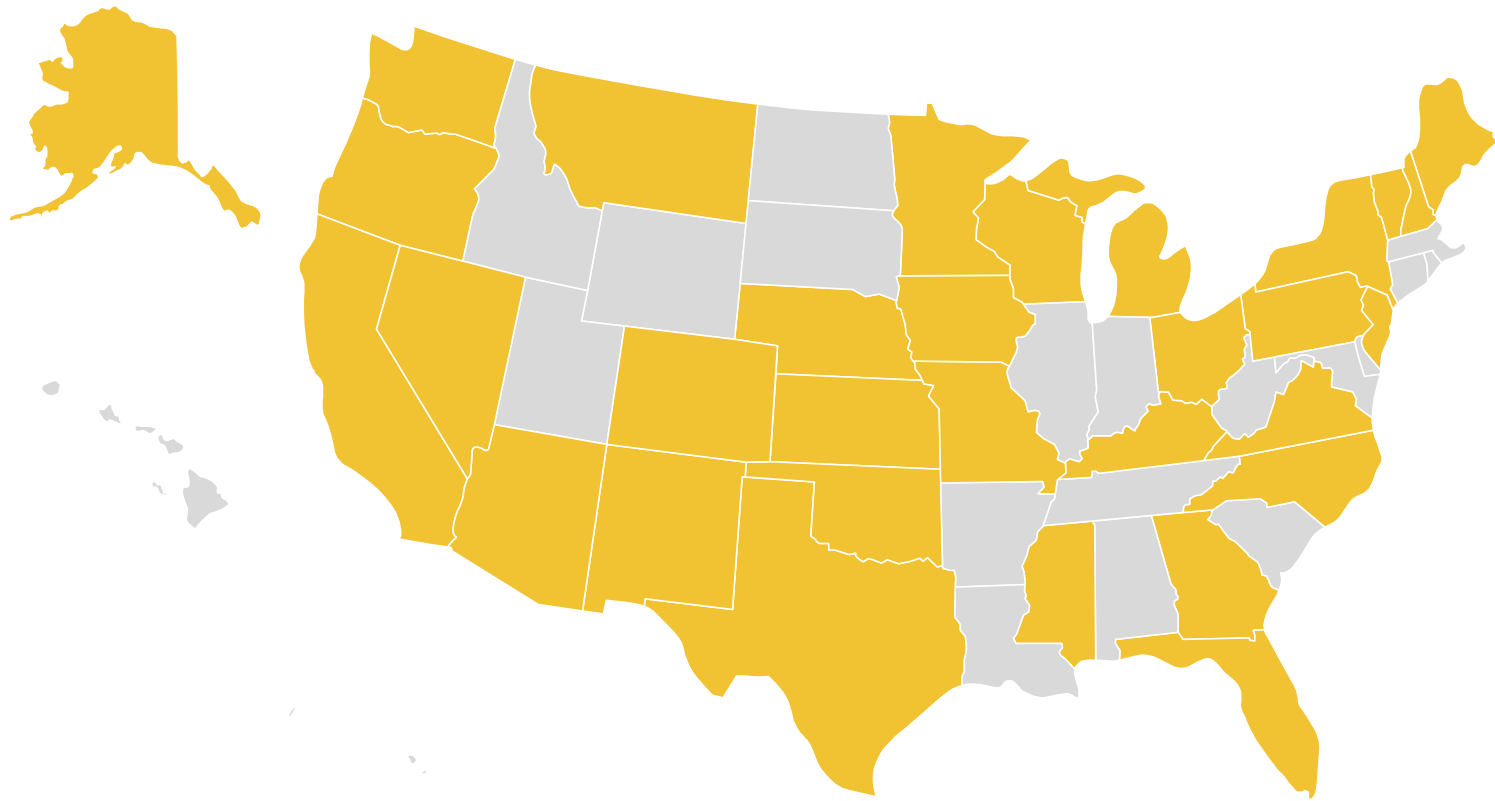
AFL-CIO



LABOR

VOTES

2026 POTENTIAL BATTLEGROUND (31 STATES)

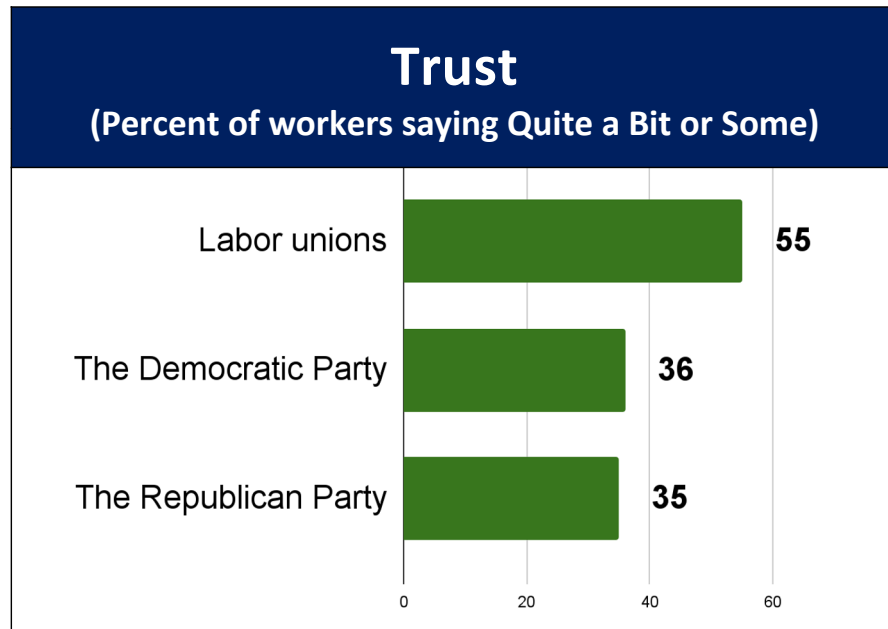


ELECTION MARGINS ARE SO SMALL,

THE UNION VOTE CAN MAKE THE DIFFERENCE

2024 Federal Races	Margin of victory	Union members and family who did not vote
3 closest Republican House wins	7,000	26,000
20 closest House races (11 Dems and 9 Repubs)	116,000	250,000
3 closest Senate races (PA, MI, WI)	63,000	493,000

WORKERS TRUST UNIONS MORE THAN EITHER POLITICAL PARTY



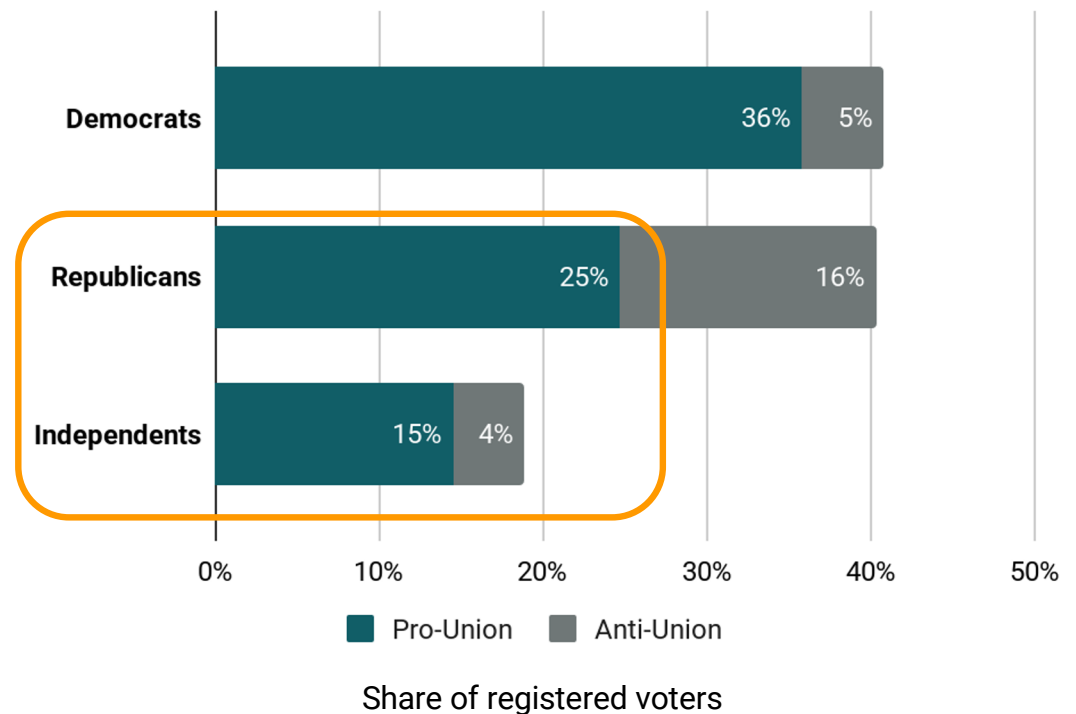
Of workers that don't trust either political party, 51% still trust labor unions.

- 25% trust unions but not Democrats
- 40% trust unions but not Republicans

Question text: Below are some groups. For each, please indicate how much you trust them overall – quite a bit, some, just a little, or not at all?

1 IN 4 REGISTERED VOTERS ARE PRO-UNION REPUBLICANS

- 61% of Republicans and 58% of Trump-voters have a positive view of unions
- Pro-union Republicans outnumber *all Independents* as a share of the electorate
- Trump-voters who identify as working class are 6.3 points more likely to support unions



VOTER TARGETING: LABOR 2024

	Turnout Level		
Support Level	High Turnout	Mid Turnout	Low Turnout
High Support	1 Base, High Turnout	2 Base, Mid Turnout	3 Base, Low Turnout
Mid Support	4 Persuasion, High Turnout	5 Persuasion, Mid Turnout	6 Persuasion, Low Turnout
Low Support	7 Opposition, High Turnout	8 Opposition, Mid Turnout	9 Opposition, Low Turnout

2, 3 GOTV
4, 5, 6 Persuasion

VOTER TARGETING: SIMPLIFIED


	Likely / Possible	
Support Level	Likely Voter	Possible Voter
High Support	1 Base, Likely Voter	2 Base, Possible Voter
Mid Support	3 Persuasion, Likely Voter	4 Persuasion, Possible Voter
Low Support	5 Opposition, Likely Voter	6 Opposition, Possible Voter

CONFIRMED: WE'VE TALKED TO THESE PEOPLE

MODELED: WE USE ALGORITHMS AND ANALYTICS TO GIVE US A PREDICTOR OF BEHAVIOR

VOTER TARGETING: COUNTS EXAMPLE

Universe counts within the 9 major 2022-2024 program states:
AZ, GA, MI, MN, NC, NV, OH, PA, WI



	Support Type			
	Confirmed (A) 1,050,719 Mem+HHers		Modeled (B) 4,743,692 Mem+HHers	
Support Level	Likely Voter	Possible Voter	Likely Voter	Possible Voter
High Support (1, 2)	1A 185,345 Members 118,610 HHers	2A 199,570 Members 179,080 HHers	1B 301,560 Members 272,730 HHers	2B 424,623 Members 499,458 HHers
Mid Support (3, 4)	3A 24,456 Members 15,087 HHers	4A 55,391 Members 47,172 HHers	3B 238,156 Members 219,806 HHers	4B 578,119 Members 783,365 HHers
Low Support (5, 6)	5A 67,131 Members 41,310 HHers	6A 65,565 Members 52,008 HHers	5B 254,792 Members 364,313 HHers	6B 255,903 Members 550,973 HHers

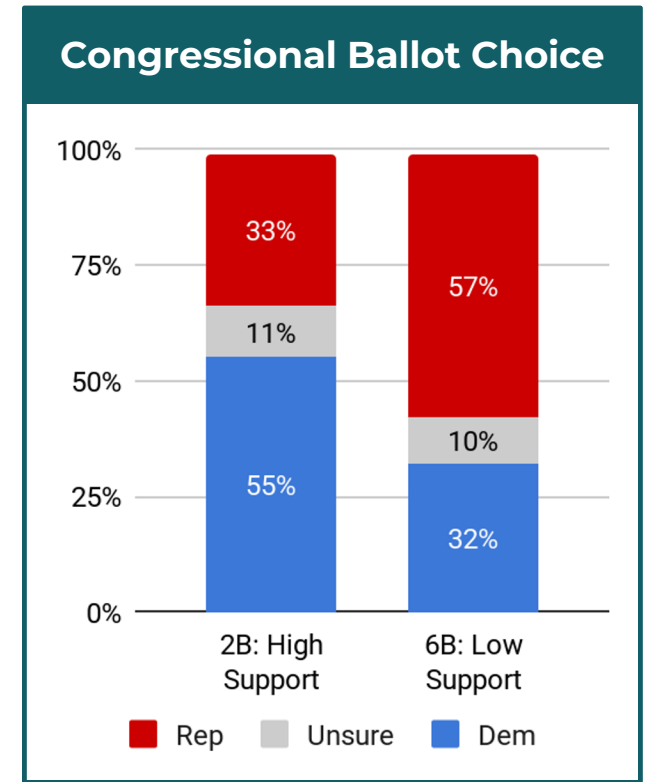
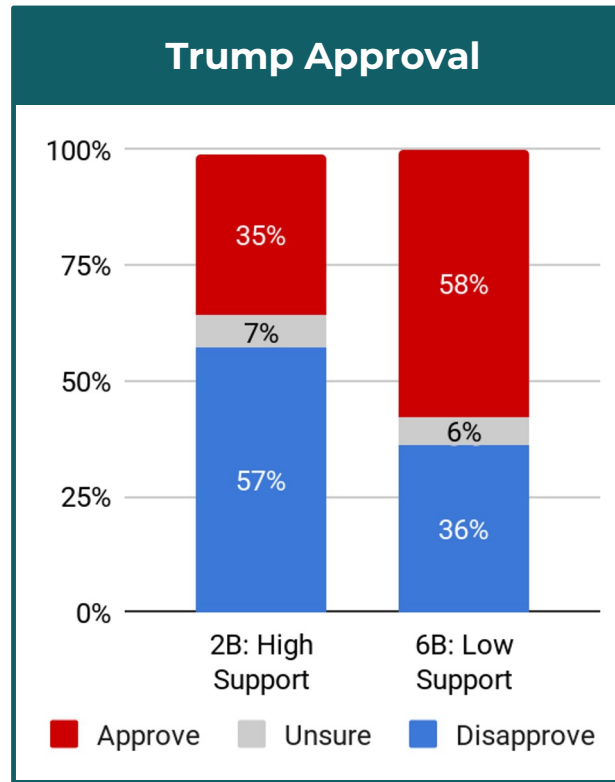
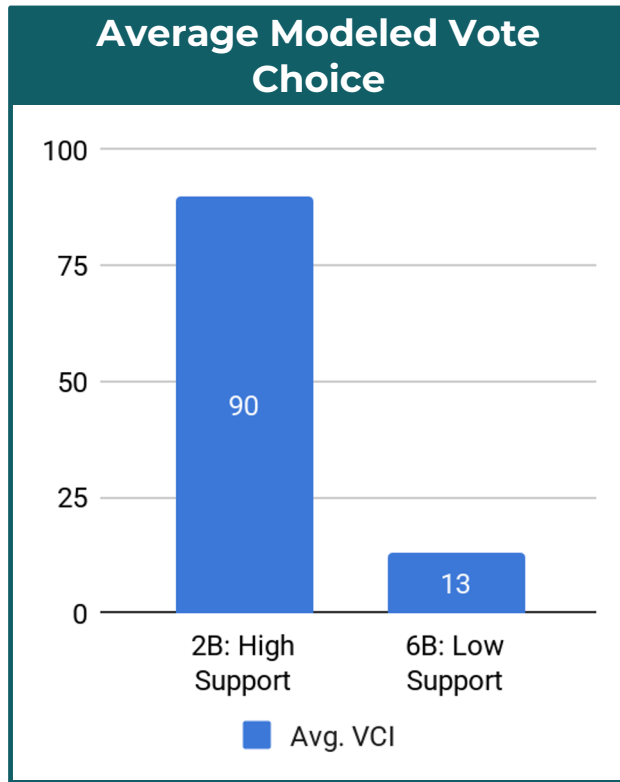
VOTER TARGETING: COUNTS EXAMPLE

Universe counts within the 9 major 2022-2024 program states:
AZ, GA, MI, MN, NC, NV, OH, PA, WI

Support Level	Support Type			
	Confirmed (A)		Modeled (B)	
	1,050,719 Mem+HHers		4,743,692 Mem+HHers	
	Likely Voter	Possible Voter	Likely Voter	Possible Voter
High Support (1, 2)	1A 185,345 Members 118,610 HHers	2A 199,570 Members 179,080 HHers	1B 301,560 Members 272,730 HHers	2B 424,623 Members 499,458 HHers
Mid Support (3, 4)	3A 24,456 Members 15,087 HHers	4A 55,391 Members 47,172 HHers	3B 238,156 Members 219,806 HHers	4B 578,119 Members 783,365 HHers
Low Support (5, 6)	5A 67,131 Members 41,310 HHers	6A 65,565 Members 52,008 HHers	5B 254,792 Members 364,313 HHers	6B 255,903 Members 550,973 HHers

3A, 4A Early and Continuous Persuasion
2B, 3B, 4B, 6B Early and Continuous IDing (Priority)
1B, 5B Early and Continuous IDing (Secondary)
2A GOTV / Early and Continuous

EXPECTED SUPPORTERS (2B) & OPPONENTS (6B)



EARLY BLITZ SCRIPT

Q1 Responses CONFIRMED

Script A

Q1: Cost of Living

- Rent/Housing
- Healthcare
- Groceries
- Utilities
- Family
- Wages
- Retirement
- Other

Script B

Q1: Generic Issue

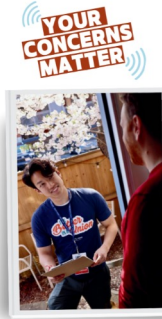
- Cost of Living
- Threats to Individual Freedoms
- Political Division
- Immigrant Justice
- Crime
- Job Security
- Low Wages
- Healthcare
- Border Security

Standard Survey Questions

Q3: Presidential Job Approval

Q4: Congressional Generic Ballot

BLITZ POSTCARD MAILER AND LEAVE BEHIND



State Name AFL-CIO
Street Address
City, ST Zip

AFL_XX_2601 BUG

UNION MESSAGE

TALK TO YOU SOON!

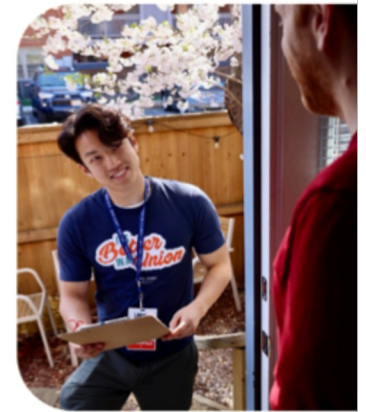
Union volunteers will be stopping by your home or calling you to hear your views on the direction of our country. They'll have lanyards with "Union Volunteer" on them so you can clearly identify them.

UNION FAMILIES:

Let's Hear From YOU!

Union members and their families are expressing concerns about the increasing cost of living, and the economic statistics back that up. The economy is getting worse for working people in 2026:

- ▶ Unemployment has increased from 4.0% to 4.4% since the beginning of 2025. (Bureau of Labor Statistics)
- ▶ Gas prices are up from an average of \$2.92/gallon to more than \$4.00/gallon. (U.S. Energy Information Administration)
- ▶ Inflation remains a concern, with electricity prices up more than 12% since the beginning of 2025 along with increases in other utilities, coming after significant housing and food inflation in recent years. (TIME magazine; Center for American Progress)
- ▶ Health insurance costs have spiked, with both Medicare and Affordable Care Act enrollees seeing higher than usual increases in their premiums. (CNBC)



The economy isn't the only issue at the top of workers' minds. Collective bargaining rights, the security of our democracy, and our individual freedoms are also top issues that many union members and their families are concerned about.

We want to hear from you about what issues in America you're most concerned about right now. Answering a few questions from a union volunteer or scanning the QR code to take a short survey will help us understand what union members care about and what issues to prioritize.

TELL US WHAT MATTERS TO YOU!
Scan the QR Code to Fill Out a Short Survey.



AFL-CIO

LABOR 2026 TRAINING

Blitz Support

<https://www.mobilize.us/aflciotraining/>

Virtual Workshops

- Canvass Safety and Effectiveness
- Common Sense Economics: Artificial Intelligence
- Data Management with DAIR
- Debriefing for Effective Voter Contact (New!)
- Recruiting Local Union Coordinators
- Social Media and Comms
- Volunteer Recruitment (Updated!)

**NEW & UPDATED
TRAININGS**

In Person Workshop

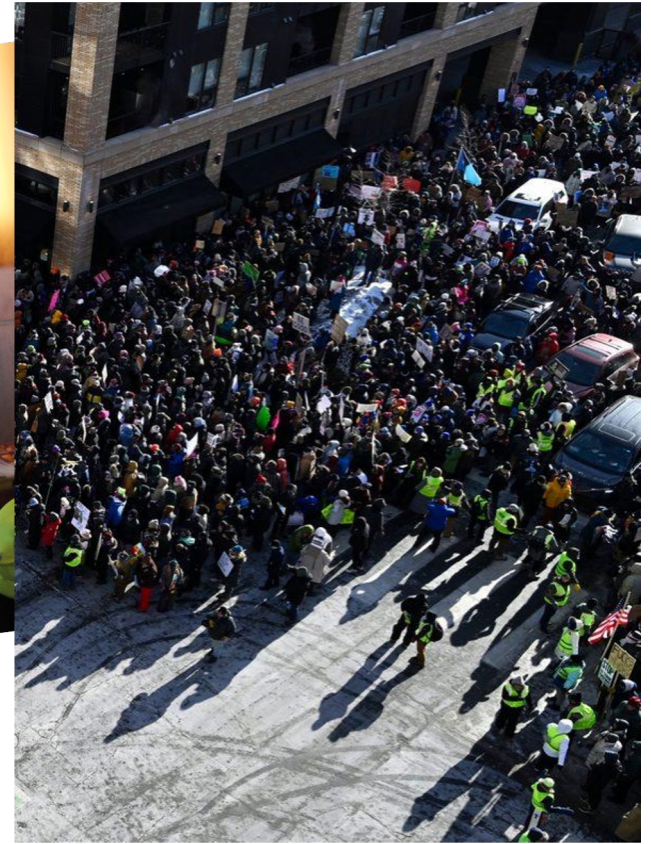
- 2 Hour Political Organizing Bootcamp for Activists– Interactive deep dive into best practices for talking to union members and families about politics, and building your volunteer base using state of the art messaging with tried and true follow up techniques.

PROTECTING THE VOTE — GUARDIANS OF THE BALLOT BOX

AFL-CIO
LABOR
VOTES
UNION
VOTER OUTREACH

2026

VOLUNTEER



AFL-CIO

Ground Game: New

LABOR 2026 ELECTION PROTECTION

PRE-VOTING

MASSIVE VOTER EDUCATION & MESSAGE FRAMING

- MOTIVATE PEOPLE TO VOTE - “TOO BIG TO FAIL”
- INFORM ON RIGHTS AND HOW TO VOTE
- [BALLOTREADY.ORG](https://ballotready.org)
- VOTER REGISTRATION
- 2 MILLION “UNMATCHED” UNION MEMBERS AND HOUSEHOLDERS
- TRUSTED MESSENGERS: LIBRARIANS, TEACHERS, POSTAL WORKERS
- COORDINATE WITH PARTNERS

DURING VOTING

PROTECT VOTERS AND VOTING

- UNION PEACEKEEPERS -> UNION POLL WATCHER
- EARLY VOTING / MAIL-IN VOTING
- RIDES TO POLLS / VOTING TOGETHER
- RAPID RESPONSE AND LEGAL LEVERS
- 1-800-OUR-VOTE

POST-VOTING

MOBILIZE AND PROTECT VOTE COUNTING & CERTIFICATION

- RAPID RESPONSE
- BALLOT CURING OF PROVISIONAL VOTES
- PROTECT BOARDS OF ELECTION
- CERTIFICATION
- LEGAL CHALLENGES